



NEWS RELEASE

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SINGAPORE COURT SENTENCES MOVIE PIRATE TO 15 MONTHS' JAIL

Second Person to be Imprisoned for Selling Pirated Discs in a Retail Outlet Raided in May

Hong Kong / Singapore – On October 8, at the Subordinate Courts, Lee Eng Seng, aged 50 was sentenced to 15 months' imprisonment after he pleaded guilty to selling illegal DVDs, computer softwares and games.

Lee is the second person the Court has sent to prison as a result of a raid conducted by Intellectual Property Rights Branch (IPRB) officers on a pirate retail outlet in Clementi in May this year. The first, shop owner Choy Kum Weng, aged 42, was sentenced on June 25, 2008 to 39 months' jail after pleading guilty to the same offences under the Singapore Films and Copyright Acts. Choy received a higher sentence as he was also linked to an earlier raid of another shop in Clementi selling pirated discs in October 2007.

More than 6,000 pirated discs were seized by IPRB during the raid in May. Among them were 114 DVDs, 32 of which were MPA member companies' titles including "There Will Be Blood", "Vantage Point" and "Funny Games".

"This is the level of sentencing that has proven extremely effective in deterring pirate syndicates from operating in Singapore" said Mike Ellis, President and Managing Director, Asia-Pacific for the Motion Picture Association. "Coupled with IPRB's aggressive enforcement strategy and the Intellectual Property Office of Singapore's extensive education efforts, Singapore has certainly set the gold standard in tackling piracy in the Asia-Pacific region."

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Piracy in Asia

A comprehensive study aimed at producing a more accurate picture of the impact that piracy has on the film industry including, for the first time, losses due to internet piracy, recently calculated that the MPA studios lost US\$6.1 billion to worldwide piracy in 2005. About US\$2.4 billion was lost to bootlegging*, US\$1.4 billion to illegal copying* and US\$2.3 billion to Internet piracy. Of the US\$6.1 billion in lost revenue to the studios, approximate US\$1.2 billion came from piracy across the Asia-Pacific region, while piracy in the U.S. accounted for US\$1.3 billion.

In 2007, the MPA's operations in the Asia-Pacific region investigated more than 36,200 cases of piracy and assisted law enforcement officials in conducting nearly 13,000 raids. These activities resulted in the seizure of more than 31 million illegal optical discs, 40

factory optical disc production lines and 6,400 optical disc burners, as well as the initiation of more than 10,000 legal actions.

**Bootlegging: Obtaining movies by either purchasing an illegally copied VHS/DVD/VCD or acquiring hard copies of bootleg movies.*

**Illegal copying: Making illegal copies for self or receiving illegal copies from friends of a legitimate VHS/DVD/VCD.*

**Internet piracy: Obtaining movies by either downloading them from the Internet without paying or acquiring hard copies of illegally downloaded movies from friends or family.*

About the MPA: *The Motion Picture Association and Motion Picture Association - International (MPA) represent the interests of major motion picture companies in the global marketplace. On behalf of its member companies, the MPA conducts investigations around the world, assists with the criminal and civil litigation generated by such cases, and conducts education outreach programs to teach movie fans around the world about the harmful effects of piracy. The MPA directs its worldwide anti-piracy operations from its headquarters based in Los Angeles, California and has regional offices located in Brussels (Europe, Middle East and Africa), São Paulo (Latin America), Montreal (Canada) and Singapore (Asia-Pacific). The MPA's anti-piracy activities have helped to transform entire markets from pirate to legitimate, benefiting video distributors, retailers, and foreign and local filmmakers alike. The MPA member companies include: Buena Vista International, Inc.; Paramount Pictures Corporation; Sony Pictures Releasing International Corporation; Twentieth Century Fox International Corporation; Universal International Films, Inc.; and Warner Bros. Pictures International, a division of Warner Bros. Pictures Inc. For more information about the MPA, please visit www.mpa-i.org.*

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For more information, contact:

Susan Lee
MPA Asia-Pacific
65-6253-1033

Edward Neubronner
MPA Asia-Pacific
65-6253-1033

Margaret Fu
MPA Asia-Pacific
852-2785-8677