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ONLINE AUCTION SELLERS IN HONG KONG SETTLE MPA CIVIL PIRACY CLAIMS

Settlements Mark Successful Launch of Civil Anti-piracy Actions

Hong Kong / Los Angeles – The Motion Picture Association (MPA) and Hong Kong Film and Video Security Limited (HKFVSL) announced today settlements reached with three online auction sellers who were selling pirated optical discs of a wide range of MPA member company movie titles via the Hong Kong versions of the Yahoo and eBay auctions websites.

The three pirate auction sellers each paid a settlement sum and agreed to cease and desist from all illegal sales of pirated movies and provided the MPA and HKFVSL with all materials infringing MPA member company copyrights.

These most recent settlements are in addition to three others in Hong Kong in July and August following the July launch of the MPA's "Tactics Against Auction Piracy" (TAP) program in Hong Kong. Under the TAP program, developed by the Motion Picture Association of America (MPAA) in response to the growing impact of Internet auction piracy on the movie industry and individual copyright holders around the world, the MPA and HKFVSL bring civil actions against online auction sellers found to be selling pirated videocassettes and DVDs over the Internet.

In 2003, auction piracy accounted for over one-fifth of all piracy online, and the Internet continues to be a popular means of selling pirated materials worldwide. The U.S. program resulted in a 50 percent reduction in auction piracy within six months of the program's launch, and the MPA and HKFVSL are targeting a similar result in Hong Kong.

"These settlements demonstrate that copyright holders can and will vigorously defend their property, and that there is a price to pay for copyright infringement," said Mike Ellis, Senior Vice President and Regional Director, Asia-Pacific for the Motion Picture Association. "Worldwide, intellectual property theft is the biggest

threat to creativity today. The war against piracy will be won through our efforts to educate consumers that intellectual property theft is just theft.”

Piracy in Asia

In 2004, the MPA operations in the Asia-Pacific region investigated more than 25,500 cases of piracy and assisted law enforcement officials in conducting nearly 12,000 raids. These activities resulted in the seizure of approximately 49,000,000 illegal optical discs, and the initiation of more than 8,000 legal actions.

About the MPA: *The Motion Picture Association (MPA) represents 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 Encino, California and has regional offices located in Brussels (Europe, Middle East and Africa), Mexico City (Latin America), Montreal (Canada) and Hong Kong (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.; Metro-Goldwyn-Mayer Studios 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.*

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