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INTERNATIONAL FEDERATION AGAINST COPYRIGHT THEFT – GREATER CHINA

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HONG KONG CUSTOMS BUST YEAR'S BIGGEST DVD-R BURNER LAB

Raid Closes Lab Capable of Generating US$14 Million Annually in Illegal Revenues

Hong Kong – On November 15, 25 officers from the Hong Kong Customs Special Task Force raided a criminal syndicate producing pirated movies on optical discs which were being sold by street hawkers in the busy Mong Kok district of the Hong Kong Special Administration Region. The bust is the largest known burner operation in Hong Kong this year, with 105 DVD-R burners seized.

In addition three men and a woman aged between 16 and 34 years old were arrested and nearly 5,000 pirated discs seized, including 1,200 DVD-Rs infringing 20 MPA member company titles. The seizures included I Now Pronounce You Chuck and Larry, The Invasion, Lust, Caution and Shoot 'Em Up.

Hong Kong Customs estimated that the seizure of the pirated discs and equipment created a revenue loss of HK$200,000 (US$25,641) to the pirates however the seized DVD-R burners could have produced over five million pirated optical discs in one year, potentially generating revenues in excess of US$14 million.

"A total of 202 DVD-R burners have been seized within a month by Hong Kong Customs and they are to be commended for their vigilance and swift action" said Sam Ho, Executive Director and General Manager of IFACT-GC. "However, in supplying stolen copies of movies still in theatrical release, these illegal burner labs are seriously damaging the interests of the movie producers, the theatre owners and, by diverting legitimate dollars into the pockets of criminal syndicates, they are ultimately hurting everyone in Hong Kong."

Maximum penalties for copyright infringement are a fine of HK$50,000 and four years imprisonment per offence.

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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 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.

About the IFACT-GC: *The International Federation Against Copyright Theft was established in 2006 by the Motion Picture Association to protect the film industry in the Greater China region from the adverse impact of copyright theft. IFACT-GC works closely with its supporters, government and enforcement authorities to protect the Greater China film and television industry, retailers and movie fans. For more information about IFACT-GC, please visit www.ifact-gc.org.*

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