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INTERNATIONAL FEDERATION AGAINST COPYRIGHT THEFT – GREATER CHINA

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ENFORCEMENT BLITZ SINKS MOVIE PIRACY SYNDICATES

Month Long Effort by Hong Kong Customs Officers Leads to Arrest of 50 People, Closure of Two Burner Labs and Seizure of Over 260,000 Pirated Optical Discs

Hong Kong – On November 17 three weeks of intensive investigation by Hong Kong Customs culminated in 70 officers from the Intellectual Property Investigation Bureau (IPIB) raiding 14 premises linked with a piracy syndicate operating in Temple Street, the arrest of the syndicate mastermind and nine other people aged between 33 to 62 years old, and the seizure of 110,000 pirated optical discs and 5,000 pornographic discs worth HK$2.85 million (US$367,740).

This is the second raid this week on the world famous Temple Street market, popular with local residents and tourists, and the fourth major raid in the last month targeting criminals pirating movies and selling them in popular Hong Kong market areas. In a November 12 raid in Temple Street 56 officers from the IPIB arrested six males and seized 38,000 pirated optical discs.

Over the past month Hong Customs have arrested 50 people, neutralized two pirate movie burner labs, raided 37 pirate retailers and seized over 260,000 pirated optical discs. More than 52,000 of the seized discs were infringing MPA member companies' titles including a number of movies still in theatrical release, including American Gangster, The Assassination of Jesse James by the Coward Robert Ford, Lust, Caution and Shoot 'Em Up.

"Hong Kong Customs' excellent, sustained work over the past month has dealt a triple hammer blow to pirates – they have seized millions of dollars worth of stock and equipment, deprived them of millions of dollars of illegal revenue and placed 50 criminals in real danger of going to prison" said IFACT-GC Executive Director and General Manager Sam Ho. "That is great news for the thousands of Hong Kong people who work for businesses that make movies, show them in cinemas and sell legitimate DVD copies of the movies in shops."

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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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