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INTERNATIONAL FEDERATION AGAINST COPYRIGHT THEFT – GREATER CHINA

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ANOTHER THREE HONG KONG MOVIE PIRATES CONVICTED AND SENTENCED

Courts Slap Down Appeal, Pirates Convicted and Sentenced to 15 Months Imprisonment

Hong Kong – On April 22, three members of a criminal syndicate selling pirated movies were convicted of breaching Hong Kong's copyright law and were each sentenced to 15 months imprisonment. The judgment maintains Hong Kong's reputation as a tough place for movie pirates to do business.

The three pirates were arrested in November 2006 after Hong Kong Customs and Excise Department's Intellectual Property Investigation Bureau raided a retail shop selling pirated movies and a storehouse stockpiling pirated optical discs. Staff from the International Federation Against Copyright Theft – Greater China (IFACT-GC) representing the Motion Picture Association (MPA) and the CJ Mark Committee (CJ Mark) in Hong Kong provided investigative and litigation support and key testimony during the trial.

64,311 pirated DVDs were seized, including movie, animation and TV series film titles belonging to MPA member companies and members of CJ Mark (a Japanese rights owners association).

"Here's proof, yet again, that movie pirates will steal valuable intellectual property from rightsholders of every country, and that Hong Kong is fortunate to have such an effective enforcement agency as the Hong Kong Customs and Excise Department," said Sam Ho, Executive Director and General Manager of IFACT-GC. Ho continued: "The failure of the appeal sends a very clear message that engaging in movie piracy in Hong Kong involves a very real risk of being arrested, convicted and sent to prison."

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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.

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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