



IFACT-GC

INTERNATIONAL FEDERATION AGAINST COPYRIGHT THEFT – GREATER CHINA

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JACKIE CHAN THANKS HONG KONG MOVIEGOERS

50,000 Refrigerator Magnets To Be Distributed in Hong Kong Cinemas During the Chinese New Year

Hong Kong – Starting from today staff of the International Federation Against Copyright Theft – Greater China (IFACT-GC) and the Hong Kong Theatres Association (HKTA) will be distributing 50,000 refrigerator magnets featuring a message from Hong Kong movie star Jackie Chan to local moviegoers during the Chinese New Year weekend. The message reads: "Thank You for Purchasing Legitimate Movies. Your Action Determines the Future of the Film Industry!"

The magnets acknowledge the support of the many Hong Kong people who support the legitimate movie industry by watching and buying legitimate movies. "Buy legal copies isn't just a slogan, so put it into action!" says Jackie Chan. "Support the film industry and show your children that piracy is wrong!"

"Jackie Chan, one of Hong Kong's most respected figures speaks for the thousands of people employed in Hong Kong's film industry, from the headline stars to the people cleaning the sets to the people working in retail shops selling DVDs." said Sam Ho, Executive Director and General Manager of IFACT-GC.

"By watching and buying legitimate movies we reward the creativity and hard work of the people who make the movies we love and ensure that we will have great movies to watch in the future."

Through its local programs, the MPA and partners recently distributed 125,000 fridge magnets in New Zealand, and a further 200,000 magnets in China, featuring film icons Temuera Morrison and Jackie Chan respectively. The magnets acknowledge the support movie lovers in both countries give to their local film industry.

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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 – Greater China 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 the IFACT-GC, please visit www.ifact-gc.org.*

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