



INTERNATIONAL FEDERATION AGAINST COPYRIGHT THEFT – GREATER CHINA

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IFACT-GC SUPPORTS DotAsia CELEBRATION OF 100 YEARS OF HONG KONG FILMS

Celebrations Kick-off with an Official Website Launch

Hong Kong – The International Federation Against Copyright Theft – Greater China (IFACT-GC) is proud to partner with the DotAsia Organisation (DotAsia) and Radio Television Hong Kong (RTHK) to launch the HKFilm100 Exhibition for celebrating 100 years of Hong Kong films today.

The official website (<http://www.hkfilm100.asia>) contains a history of Hong Kong films and valuable video clips provided by the RTHK. Visitors can share their collections such as photos, movie tickets, movie plots and posters in a special section named 'Collective Memory'.

"This is a great milestone for an industry which is such an integral part of Hong Kong," said Edmon Chung, Chief Executive Officer of DotAsia. "DotAsia is pleased to help Hong Kong celebrate the moment with our partners RTHK and IFACT-GC. We are particularly proud to present the online social network platform at HKFilm100.Asia which makes the celebration much more accessible for many more people."

"Review the Records is not rigid. Culture Heritage; Creative Brainstorming makes Synchronous Growth, Forever Light and Shadow!" said Raymond Wong, Chairman of the Movie Producers and Distributors Association of Hong Kong Limited.

"Reflect on history and analyze life. Let us touch the past and the future of Hong Kong Films." said Lee Lik Chee, Film Director and Director of Infinito Education Studio of Hong Kong.

"In reviewing the centurion history of Hong Kong Movie Industry, we can see several glorious and low-tide moments. Piracy is a major factor but the quality of the movies is more decisive. With the uniformity, sincerity and creativity of all filmmakers to produce more quality movies, the glorious period of Hong Kong Movies will be restored." said Film Director Kevin Chu.

"The Hong Kong film industry has, for 100 years, been providing jobs for thousand of people, enjoyment for millions and been a great ambassador for Hong Kong," said IFACT-GC Executive Director and General Manager Sam Ho. "This Exhibition is a great initiative by DotAsia. In addition to enjoying the events being organized over the next month we can

all help ensure another 100 years of great Hong Kong films by watching and buying original films.”

On May 22, 2008, IFACT-GC and DotAsia signed a Memorandum of Understanding (MOU) to establish a cooperative mechanism for the online protection of movies in DotAsia domains.

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

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