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CINEMA STAFF RECOGNISED FOR PREVENTING ILLEGAL CAMCORDING

AMC Team Sets Example for Whole Industry

Hong Kong – Today, following prompt action by frontline cinema staff that resulted in the September 3 arrest of a man illegally camcording the movie "*Orphan*" at the Festival Walk AMC Cinema, Mr. Sam Ho, Executive Director and General Manager of the International Federation Against Copyright Theft – Greater China (IFACT-GC) presented letters of appreciation to six members of staff and a reward of HK$2,000 (US$258) to Mr. LO Ka-ki, the Assistant Manager of the cinema.

The ceremony was held at AMC Cinema in Festival Walk and was witnessed by representatives from the movie distribution industry, including Ms. Vicky Wong, Chairman of Hong Kong Theatres Association (HKTA); Ms. Erlina Suharjono, Senior Vice President, Asia Distribution and Mr. Avenant Tang, Sales Manager of Warner Bros. Pictures International; and Mr. Jazz Lung, Operations Manager of Broadway Circuit and AMC Cinema.

"The arrest of this camcorder sends a strong message to anyone tempted to come to Hong Kong cinemas to steal movies," said HKTA's Vicky Wong. "Our staff is alert and has received excellent training from Sam Ho's IFACT-GC team. We also have the full support and professionalism of the Hong Kong Customs and Excise Department. So I would advise all patrons to come and enjoy a movie but leave your cameras and/or recording devices at home."

"This case is the result of outstanding cooperation between the Motion Picture Association and the HKTA's member companies, and the training and outreach efforts that have been undertaken over the past year," said IFACT-GC Sam Ho. "The message is clear: frontline cinema staff are fully aware and alert to the possibilities of camcording, and anyone found camcording will be arrested and will face criminal charges. We think that such measures are necessary to prevent camcorded movies damaging the movie production and distribution industry."

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About the MPA*:* *The Motion Picture Association (MPA) and Motion Picture Association International (MPA-I) represent the interests of major motion picture companies in the global marketplace. As part of this, it investigates and reports on activities infringing its member companies' intellectual property rights, assists with the resulting criminal and civil litigation to protect their copyrights, and conducts education outreach programs to teach movie fans around the world about the harmful effects of piracy. These activities have helped to transform entire markets from pirate to legitimate, benefiting video distributors, retailers, and foreign and local filmmakers alike. The organization's worldwide anti-piracy operations are directed from its headquarters in Los Angeles, California and overseen at the regional and local market levels by teams*

located in Brussels (Europe, Middle East and Africa), São Paulo (Latin America), Montreal (Canada) and Singapore (Asia Pacific). Its member companies include: Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLLP; Walt Disney Studios Motion Pictures; and Warner Bros. Entertainment 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.*

About the HKTA: *The Hong Kong Theatres Association Ltd was established in 1979 to represent Hong Kong movie theatre owners. The Association's primary objectives are to lobby the Government on matters such as film classification, copyright, fire safety and venue licensing and to formulate industry rules and to otherwise advance its members interests. In 2006, the Association launched the "International Box Office Essentials", an on-line system providing real-time Hong Kong box office data, film analysis reports and information on international reported grosses from over 35 countries worldwide.*

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