



NEWS RELEASE

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RAYMOND WONG RECEIVES ASIA-PACIFIC AWARD FOR PROMOTING COPYRIGHT PROTECTION

First Hong Kong Filmmaker to be Presented with MPA's A.C.E. Award 2009

Hong Kong: Renowned Hong Kong actor, screenwriter, producer and filmmaker Raymond Wong was the recipient of the fourth Asia-Pacific Copyright Educator (A.C.E.) Award today in recognition of his outstanding contribution to the protection of intellectual property rights within the Asia-Pacific region.

The Award was presented to Raymond by the Motion Picture Association (MPA) at the annual CineAsia movie industry convention and trade show, being held in Hong Kong from December 8 - 10.

Presenting Raymond with the Award, Mike Ellis, MPA's President & Managing Director Asia-Pacific said, "Despite the difficult challenges faced, Raymond has worked vigorously with the MPA on several educational fronts and has always been a major contributor to the growth of the Hong Kong film industry. Raymond has also led the local industry to support content protection efforts, performing a voice over for an MPA's public educational trailer inviting consumers to think about "What Are You Really Burning" when downloading and burning copies of pirated movies. We look forward to working with Raymond as we seek an effective graduated response solution to online infringement in Hong Kong."

"Raymond's tremendous leadership, generosity and enthusiasm set a good example for many of us in the industry. We wish the industry had a partner like him in every market in the Asia-Pacific region."

Raymond has a long and distinguished track record in Hong Kong film industry as a multiple award-winning actor, producer as well as a script writer. He serves as the Chairman of the Movie Producers and Distributors Association of Hong Kong Limited.

Speaking after receiving the Award, Raymond said: "I feel very honoured to receive this award. I would like to thank the MPA for their past support to the Chinese film industry and their proactive efforts to protect the rights of those who create the content we love in the digital age when our industry strives for the introduction of an effective graduated response mechanism to prevent online infringement."

CineAsia, now in its 15th year was being held at the Grand Hyatt Hotel, Hong Kong. The Final Night Banquet and Awards Ceremony have been established to recognize outstanding achievements of some of the motion picture industry's most celebrated and deserving individuals and organizations.

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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; The Walt Disney Studios; and Warner Bros. Entertainment Inc. For more information about the MPA, please visit www.mpa-i.org.

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