



NEWS RELEASE

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LAW MINISTER LAUNCHES NEW TRAILER IN SINGAPORE PROMOTING RESPECT FOR INTELLECTUAL PROPERTY

*Winning Trailer Of "The Originals Get Reel Contest"
To Be Screened In Cinemas Across The Country*

SINGAPORE – A new trailer promoting the protection of intellectual property rights was launched yesterday as the Intellectual Property Office of Singapore (IPOS) showcased winning entries of "*The Originals Get Reel Contest*" in conjunction with the movie premiere of "*The Debt*" at Golden Village (GV) Marina.

Over 100 guests from the creative industries, government agencies and members of the HIP (Honor IP) Alliance attended the event graced by Guest of Honor, Minister for Foreign Affairs and Law K Shanmugam.

The winning trailer "*The Mortal Enemy*" by Erwin Nah, 26, used Chinese sword fighting genre to depict the battle against piracy that threatens the livelihood of the film community, while the first runner-up, "*What Are You Really Feeding?*" an animated feature, was a team effort by Xiao Long Hui, 22, and Jason Ong, 18. Along with \$1,500 worth of prizes and a trip to Beijing to attend the Motion Picture Association (MPA) - China International Copyright Expo film workshop last December, Erwin will see his winning trailer featured in cinemas islandwide.

Mike Ellis, President & Managing Director, MPA Asia-Pacific said, "Today's youth determine the future of cinema so it's very encouraging to see them take such a proactive interest in promoting and protecting intellectual property rights. Outreach efforts like "*The Originals Get Reel Contest*" are a great platform to spread the word and inculcate an interest in the art of filmmaking among them. Kudos to IPOS and HIP Alliance for continuing this competition."

"We are pleased to see the launch of this trailer and are honored to host this event. It is a simple message but one that is easy to understand," said Kurt Rieder, Chief Executive Officer of GV. "Piracy is not a victimless crime and we hope the trailer will remind movie goers that movie theft impacts not just the film makers and actors, it also affects the people behind the scenes and all of us in the exhibition sector."

The winners were selected by a judging panel comprising industry representatives Mark Kwan, President of the Screenwriters' Association Singapore, Kelvin Sng, local film director, Viktor Cheng, Deputy Chief Executive of IPOS and Edward Neubronner, Vice President & Regional Operations Officer of MPA Asia Pacific.

An initiative organized by the IPOS led HIP Alliance, which is made up of members from the private and public sector, "*The Originals Get Reel Contest*" was first launched in 2009 in collaboration with the MPA with the goal of raising awareness and respect for IP among the youth. Over 180 youths participated in last year's competition, twice the number that took part in 2009.

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ABOUT THE MPA: *PROMOTING & PROTECTING SCREEN COMMUNITIES IN ASIA PACIFIC*

The Motion Picture Association (MPA) and the Motion Picture Association International (MPA-I) represent the interests of the six international producers and distributors of filmed entertainment. To do so, they promote and protect the intellectual property rights of these companies and conduct public awareness programs to highlight to movie fans around the world the importance of content protection. These activities have helped to transform entire markets benefiting film and television industries in each country including foreign and local filmmakers alike.

The organizations act on behalf of the members of the Motion Picture Association of America, Inc (MPAA) which include; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLC; Walt Disney Studios Motion Pictures; and Warner Bros. Entertainment Inc. The MPA and the MPA-I have worldwide operations which are directed from their head offices in Los Angeles and Washington, D.C. and overseen in the Asia Pacific by a team based in Singapore.

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