



NEWS RELEASE

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THAI FILM COMMUNITY CELEBRATES WORLD IP DAY BY SAYING 'THANK YOU' TO MOVIE FANS

*Guest of Honor Minister Alongkorn reiterates the importance of protecting movie content
from criminal syndicates in Thailand*

Singapore / Bangkok – Representatives from across the Thai film community appear in a video trailer launched in celebration of World Intellectual Property Day to say 'Thank You' to movie fans for choosing to watch movies at the cinema, or at home on legitimate DVDs and TV channels. Guest of Honour, Deputy Commerce Minister Alongkorn Ponlabout released the trailer at an event held today at Siam Paragon with the Thai film community in attendance.

Popular Thai Film director, Kongkiet Khomsiri, Best Director at the 19th Subanahongsa Thai Film Awards in 2010 for the movie "Slice" expressed his appreciation to local movie goers in the trailer, along with local actress Apinya Sakuljaroensuk (Saipan) and song writer and music composer, Goldie Stanley. The trailer also features a message from cinema ushers representing all exhibitors, thanking the audience for not camcording, highlighting the problem of illegal recordings coming from cinemas in the country.

In his speech, Minister Alongkorn Ponlabout said that Thailand is keen to develop a strong creative economy that values intellectual property rights. "Our creative industries generate about 12% of Thailand's GDP and employs millions of people," said Alongkorn, "as such the government will do all it can to protect IP rights in the country. We will also take action against criminals engaged in camcording and movie piracy to ensure that our film community continues to expand, while winning the hearts of more film fans in Thailand and abroad."

Secretary-General of the National Federation of Thai Film Associations, Sorajak Kasemsuvan added, "More needs to be done to address movie piracy in Thailand as every Thai film is camcordered in the cinemas on the day of their release, and illegal DVDs appear in the streets immediately for sale. Our government and people should take a tough stance against camcording and movie piracy as the livelihoods of the 300,000 people working in the industry depends on them."

Mike Ellis, President and Managing Director, Asia-Pacific, Motion Picture Association congratulated the Thai film community on the production of the trailer, "This is the Thai film community's way of showing genuine appreciation for movie fans who make a choice to watch legitimate content. By making that choice they are supporting their friends, neighbors and fellow citizens in the industry. It's all about promoting and protecting the film

community including filmmakers, production crew and cinema staff. We look forward to contributing to worthwhile initiatives such as this in the future.”

The 500 guests at the event were also treated to a premiere screening of summer blockbuster “*Thor*”. The ‘Thank You’ trailer will appear on all cinema screens across Thailand and on DVDs and can also be found on the Motion Picture Association Thailand website at <http://www.mpathailand.org/>.

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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. To do so, it promotes and protects its member companies’ intellectual property rights and conducts 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 industries in each country including foreign and local filmmakers alike.

The organizations’ worldwide operations are directed from its headquarters in Los Angeles, California and overseen in the Asia Pacific by a team based in Singapore. 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.

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For more information, contact:

Edward Neubronner
MPA Asia-Pacific
65-6253-1033

Siti Rohdiah
MPA Asia-Pacific
65-6253-1033