



NEWS RELEASE

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MALAYSIA'S FILM COMMUNITY SAYS "THANK YOU" TO MOVIE GOERS

*Deputy Minister of MDTCC Congratulates Local Community
For Their Collaboration with MPA in Producing Thank You Trailer*

Singapore / Kuala Lumpur – Malaysia's film community joined hands today to thank local movie goers for their support by releasing a 30-second trailer wishing movie goers "Terima Kasih" or "Thank You". The launch was done by Deputy Minister of Domestic Trade, Cooperatives and Consumerism (MDTCC), the Honorable Dato Tan Lian Hoe at an event held today at Golden Screen Cinema (GSC) Signature @ The Gardens, Mid Valley Mall in Kuala Lumpur.

Representatives from the local Film Producers Association, the National Film Development Corporation, government officials and movie goers were present to witness the launch. Norman Abdul Halim, representing the local film community expressed the community's appreciation to movie goers. He added, "Our creative community have movie goers to thank for the exceptional numbers we have seen in the past few years. As such it is only appropriate for us to thank them for the continuous support. This makes us movie makers want to dig deeper into our creative bones and come up with even more entertaining ideas for movie goers".

In his speech, Deputy Minister Tan Lian Hoe said that Malaysia is keen to develop a strong creative economy that values intellectual property rights. "Fifty four million people attended our local cinemas in 2010 alone," said Tan, "this bodes well for the movie making community and will spur us on to produce more movies that can help us reach even greater heights. As such, I congratulate the local creative community for their collaboration with the Motion Picture Association [MPA] and the local theaters in producing this trailer. It is a simple message but one that is easy to understand."

General Manager of GSC, Irving Chee added, "We are thrilled to see the launch of this trailer. After this launch, the trailer will be shown at all 571 screens throughout Malaysia. Malaysia has successfully managed to be rid of the problem of illegal camcording since 2007 and much of it is down to the excellent collaboration between the movie making community, theater owners and the Government. This trailer not only reminds movie goers that the act of movie theft not only affects movie producers but it also impacts other individuals and businesses that support the movie industry. As such, the support that the industry has received from all parties is very much appreciated."

Mike Ellis, President and Managing Director, Asia-Pacific, MPA congratulated the Malaysian film community on the production of the trailer, "What better way for the Malaysian film community to show their utmost appreciation by thanking movie goers every time before they see a movie. By making the choice of going to the cinema, movie goers are promoting and protecting the movie making community, and in turn supporting their friends, neighbors and fellow citizens who work in the community. We are honored to be able to contribute to such initiatives that celebrate the creativity of movie making and the joy of going to the movies."

The 200 guests at the event were also treated to a premiere screening of summer blockbuster "*Harry Potter And The Deathly Hallows: Part 2*". The 'Thank You' trailer will appear on all cinema screens across Malaysia and can also be found on the Malaysian Federation Against Copyright Theft (MFACT) website at <http://www.mfact.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 LLC; 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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