



NEWS RELEASE

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MALAYSIAN FILM PRODUCER NORMAN HALIM RECEIVES MPA AWARD FOR PROMOTING CONTENT PROTECTION IN ASIA PACIFIC

*A.C.E. Award Recipient At CineAsia Instrumental In Raising Awareness
Of The Importance Of Protecting The Creative Community In Malaysia*

SINGAPORE / HONG KONG : Malaysian film producer and recording artiste, Norman Halim, was presented with the MPA Asia- Pacific Copyright Educator (A.C.E.) Award today in recognition of his important contribution in working alongside the Malaysian Federation Against Copyright Theft (MFACT) in raising awareness of the importance of promoting content protection in the country.

Presenting Norman with the award, Mike Ellis, MPA's president & managing director Asia-Pacific said, "Despite the challenges faced in Malaysia, Norman has worked tirelessly with MFACT and MPA on several fronts, in particular leading the local community to push for legislation against camcording as well as for technical measures to prevent rogues infringing sites from gaining access into Malaysian online space. Norman has also been actively involved in promoting the works of the Malaysian creative community, championing the cause through trailers and educational videos providing insight into the blood, sweat and tears that go into the production of films in the country."

"Norman's tremendous leadership and huge contribution is an excellent example for many of us in the industry and we are extremely proud to present this year's award to him. We have been fortunate over the years to have passionate and dedicated partners like him in several of our countries in the region and we look forward to continuing our work with Norman as we seek to promote and protect screen communities across Asia Pacific."

Norman has a long and distinguished track record in the Malaysian entertainment industry. Starting his career at EMI as singer/songwriter/music producer together with his brothers, Yusry and Edry under the name KRU, Norman has successfully transformed the pop group into an established entertainment brand in South East Asia.

He is currently the executive president of KRU Studios and chairman of Recording Industry of Malaysia, IFPI Asia Pacific Board Member and serves as the Anti-Piracy Committee chairman of the Malaysian Film Producers Association.

To date, KRU Studios has produced over 15 films including two international films that will be released soon namely "*Vikings*" (starring Dominic Purcell, Natassia Malthe, Jon Foo) and "*Rabbit*" (starring Sean Astin, Tim Curry, Russell Peters), and is strengthening its international operations through its subsidiary KRU Studios LLC, USA.

Speaking after receiving the award, Norman said: "I am honoured to receive this award. I'd like to thank MPA and MFACT for their continued support towards the Malaysian film community and their proactive efforts in promoting and protecting the rights of its content. MPA and MFACT can expect my fullest support in combating piracy from my team at KRU Studios and the organizations that I represent."

The A.C.E. Award was presented during the gala night at CineAsia, held at the Hong Kong Convention and Exhibition Centre and attended by over 350 people representing the exhibition and film community in the Asia Pacific region. CineAsia is the only international convention dedicated to Asian cinema exhibition and distribution and is now in its 17th year.

Past recipients of the A.C.E. Award include Australian actor Roy Billing (2010), Hong Kong producer Raymond Wong (2009), Thai producer and director Jareuk Kaljareuk (2008), and New Zealand actor Temuera Morrison (2007).

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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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