



NEWS RELEASE

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ANOTHER MALAYSIAN PIRATE FACTORY BITES THE DUST

Hong Kong/Malaysia – The Ministry of Domestic Trade and Consumer Affairs (MDTCA) today announced that it raided an unlicensed DVD factory located in Sepang. One DVD replicating machine worth USD 441,000 (RM 1.5 million) with a projected production capacity of 3.5 million DVDs a year was seized.

Among the almost 7,000 pirated DVDs uncovered were the Motion Picture Association (MPA) member company titles' Transformers, Ratatouille, 1408, and Black Sheep and games titles Transformers: The Game, Another's Century's Episode 3: The Final and Winning Eleven. No one was in the premises at the time of the raid.

The Malaysian Government's iron hand in dealing with pirates this year has led to 841 arrests and seizures totaling an estimated figure in excess of USD 12 million. Included in this value are eight VCD and five DVD replicating machines, 371 burners, 36 vehicles, 36 computers and close to three million pirated DVDs.

"Today's successful raid is a warning call from the Malaysian Government to the pirates syndicates operating in the country," said Mike Ellis, Senior Vice President and Regional Director, Asia-Pacific for the MPA.

"Coming close on the heels of Lucky & Flo's departure, it points to the fact that enforcement efforts in Malaysia have not relaxed one bit. We applaud their diligence and if anything, are even more committed to helping the MDTCA in going after these flagrant criminals and stamping out the menace that is piracy."

Piracy in Asia

A comprehensive study aimed at producing a more accurate picture of the impact that piracy has on the film industry including, for the first time, losses due to internet piracy, recently calculated that the MPA studios lost US\$6.1 billion to worldwide piracy in 2005. About US\$2.4 billion was lost to bootlegging*, US\$1.4 billion to illegal copying* and US\$2.3 billion to Internet piracy. Of the US\$6.1 billion in lost revenue to the studios, approximate \$1.2 billion came from piracy across the Asia-Pacific region, while piracy in the U.S. accounted for \$1.3 billion.

In 2006, the MPA's operations in the Asia-Pacific region investigated more than 30,000 cases of piracy and assisted law enforcement officials in conducting nearly 12,400 raids. These activities resulted in the seizure of more than 35 million illegal optical discs, 50 factory optical disc production lines and 4,482 optical disc burners, as well as the initiation of more than 11,000 legal actions.

**Bootlegging: Obtaining movies by either purchasing an illegally copied VHS/DVD/VCD or acquiring hard copies of bootleg movies.*

**Illegal copying: Making illegal copies for self or receiving illegal copies from friends of a legitimate VHS/DVD/VCD.*

**Internet piracy: Obtaining movies by either downloading them from the Internet without paying or acquiring hard copies of illegally downloaded movies from friends or family.*

About the MPA: *The Motion Picture Association (MPA) represents the interests of major motion picture companies in the global marketplace. On behalf of its member companies, the MPA conducts investigations around the world, assists with the criminal and civil litigation generated by such cases, and conducts education outreach programs to teach movie fans around the world about the harmful effects of piracy. The MPA directs its worldwide anti-piracy operations from its headquarters based in Los Angeles, California and has regional offices located in Brussels (Europe, Middle East and Africa), São Paulo (Latin America), Montreal (Canada) and Singapore (Asia-Pacific). The MPA's anti-piracy activities have helped to transform entire markets from pirate to legitimate, benefiting video distributors, retailers, and foreign and local filmmakers alike. The MPA member companies include: Buena Vista International, Inc.; Paramount Pictures Corporation; Sony Pictures Releasing International Corporation; Twentieth Century Fox International Corporation; Universal International Films, Inc.; and Warner Bros. Pictures International, a division of Warner Bros. Pictures Inc.*

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