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LIGHTS . . . CAMERA . . . BUSTED! MOTION PICTURE INDUSTRY UNVEILS NEW ANTI- CAMCORDING POSTERS FOR U.S. MOVIE THEATERS

Los Angeles – The Motion Picture Association of America, Inc. (MPAA) and the National Association of Theatre Owners (NATO) today unveiled new anti-camcording posters to be displayed in U.S. movie theaters, including Puerto Rico and Guam. The posters are aimed at raising awareness among movie-goers and potential movie thieves that camcording in movie theaters is a federal offense. Camcorded movies often appear online within days of a film’s theatrical release, triggering an avalanche of illegal downloads and the massive replication and distribution of bootlegged DVDs.

“More than 90 percent of newly released movies that end up on the Internet or in street markets around the world can be sourced to a single illegally camcorded movie from a movie theater,” said Dan Glickman, Chairman and CEO of the MPAA. “With these posters, we want to remind would-be camcord thieves that they can face serious consequences for engaging in this illegal activity and remind moviegoers to report any suspicious activity to theater management.”

“Movie thieves are on notice that camcording in movie theaters is a crime,” said John Fithian, President and CEO of NATO. “These new posters underscore our determination to stop illegal camcording in our theaters.”

In 2005, President Bush signed the Family Entertainment and Copyright Act, which made camcording in a theater a federal felony and established stiff penalties for illegally obtaining, distributing and/or selling copies of films that have not yet been released outside of a movie theater. First-time violators can be sentenced to five years and fined up to \$250,000.

During the long legislative process that produced the anti-camcording law in 2005, some members of Congress raised concerns that movie patrons should be made aware that recording movies is illegal. The MPAA and NATO agreed to produce and distribute posters that notify patrons of the crime of camcording in theaters, and to recommend strongly that exhibitors display these posters. Continuing that assurance to Congress, the MPAA and NATO have

replaced the outdated poster from 2005 with new, more visually attractive posters to engage the eyes of patrons in theater lobbies around the country.

The MPAA and NATO also work closely with theater employees to ensure that movies are protected from camcorders. In May 2004, the MPAA and NATO introduced the Take Action Reward Program, which rewards theater employees up to \$500 when they identify, intercept, and report camcorder theft to law enforcement officers. Since the launch of the program, \$50,000 has been awarded to 103 recipients. In 2006, the MPAA, NATO, the Canadian Motion Picture Distributors Association (CMPDA), and the Motion Picture Theatre Association of Canada (MPTAC) launched FightFilmTheft.org, an online theater employee training program in the U.S. and Canada that has since expanded to include Latin America

The worldwide motion picture industry, including foreign and domestic producers, distributors, theaters, video stores and pay-per-view operators lose more than \$18 billion annually as a result of movie theft. More than \$7 billion in losses are attributed to illegal Internet distributions, while \$11 billion is the result of illegal copying and bootlegging. Losses to U.S. movie theaters alone exceed \$670 million.

About the MPAA

The Motion Picture Association of America, Inc. (MPAA) serves as the voice and advocate of the American motion picture, home video and television industries from its offices in Los Angeles and Washington, D.C. Its members include: Buena Vista Pictures Distribution; Paramount Pictures; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios, LLP; and Warner Bros. Entertainment Inc.

About NATO

The National Association of Theatre Owners (NATO) is the largest exhibition trade organization in the world, representing more than 29,000 movie screens in all 50 states, and additional cinemas in more than 40 countries worldwide.

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