



NEWS RELEASE

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U.S. EMBASSY AND MPA PROMOTES COLLABORATION, CREATIVITY AND INNOVATION BETWEEN U.S.-CHINA FILM INDUSTRIES

Chinese Writer/Director Xue Xiaolu Recognized for Promoting Sino-U.S. Film Collaboration

BEIJING/SINGAPORE: On October 23, the Motion Picture Association (MPA), with support from the Embassy of the United States of America, presented the *U.S.-China Film Industry Innovation & Creativity Forum* as part of the U.S. Ambassador's annual IPR roundtable.

Held at the Hotel Éclat Beijing, the event featured keynote remarks by Gary F. Locke, U.S. Ambassador to China; Michael C. Ellis, President and Managing Director, Asia Pacific, MPA; and Frederick Huntsberry, COO, Paramount Pictures Corporation, where the speakers underscored the rapid evolution of legitimate business models, and highlighted the mutual benefits for all involved in the promotion and protection of intellectual property rights (IPR).

Ambassador Locke said, "China and the U.S. share so much -- our histories, our people, and our responsibilities as the world's two largest economies are intertwined. It should not be surprising that we share many of the same dreams and look with wonder at the same magic. Film can bring us together. It is our job to cooperate and succeed in creating the right conditions to allow that to happen."

Mike Ellis revealed that he was continually dazzled by the innovation of filmmakers to tell new stories in new ways and on new platforms: "I'm excited about the future of online distribution. Clearly there is much more we can do, both in the U.S. and in China. The studios I represent are committed to that; they are working hard in this area and helping to unveil new platforms and services nearly every day. We hope all the players in the Internet ecosystem -- from tech companies to consumers to policymakers and regulators -- will join us. But for those of us who love films and television, I think these are very promising times for the industry and our audience worldwide."

As part of a broad exchange of experiences between Chinese and American filmmakers, Frederick Huntsberry shared perspectives on the evolving impact of digital technologies on the distribution of motion pictures in the United States.

The keynote remarks were followed by an award ceremony where director/screenwriter Xue Xiaolu was awarded "Outstanding Individual for Promoting Sino-U.S. Film Collaboration" in recognition of her contribution to furthering exchange and collaboration between the U.S. and Chinese film industries.

Xue Xiaolu won a scriptwriting competition at an MPA film workshop in 2006. Her directorial film debut *Ocean Heaven*, featuring Jet Li and produced by Bill Kong, was chosen to open the 13th Shanghai International Film Festival. Xue's highly successful feature film *Finding Mr. Right* became a huge box office hit in China earlier this year and stands as the tenth highest grossing Chinese film of all time. The cross-border romantic comedy has been credited with a recent spike in interest among Chinese tourists and investors in Seattle, Washington, where the story was set. It opens in the U.S. on November 8, following a special MPA Premiere in Los Angeles on November 6.

On receiving the award, Xue Xiaolu said, "I'm extremely happy that this film has connected with audiences here in China, and it's an added bonus to hear that Chinese tourists are interested in the places where we filmed in the U.S. I'd like to thank the Motion Picture Association for recognising me with this award and I'm grateful to have been given the opportunity to participate in the first MPA film workshop in Beijing. It was the start of a wonderful journey which continues to surprise and delight me."

The event concluded with a forum discussion moderated by William Feng, General Manager and Chief Representative of MPA China, with distinguished speakers including Charles Zhang, Founder, CEO and President, Sohu.com; Wang Changtian, CEO and President, Enlight Media; Xue Xiaolu; Jerry Ye, Vice President, Wanda Culture Group; and Frederick Huntsberry.

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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. For more information about the MPA and the MPA-I, please visit www.mpa-i.org.

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