



NEWS RELEASE

For Immediate Release

November 5, 2013

MPA-CHINA FILM SCREENINGS SIGNAL GROWING PARTNERSHIP BETWEEN U.S. & CHINESE SCREEN COMMUNITIES

LOS ANGELES/SINGAPORE: On November 4, 2013, MPAA Chairman and CEO – Christopher Dodd, and Ron Meyer, Vice Chairman of NBCUniversal, co-hosted a gala reception and screening of *Man of Tai Chi* at Universal Studios, opening a week-long series of film screenings and events in Los Angeles.

The 3rd China International Co-production Film Screenings, jointly organized by the MPA and the Film Bureau of the State Administration of Press, Publication, Radio, Film and Television (SAPPRFT), aims to highlight co-productions between China, U.S. and other co-production partners from the Asia Pacific. The events are produced with the support of AMC cinemas, Wanda Media, Asia Society, China Film Co-Production Corporation, China Film Group Corporation, China Lion Film Distribution, Chinese American Film Festival, IMAX, CJ Entertainment, CGV Cinemas, MTime, Universal and Variety. The screenings and events will run through November 5 to 8.

Christopher Dodd said, “This is the third such event that we have hosted in Los Angeles with our good partners at the SAPPRFT, and it reflects the broad and deep relationship enjoyed by the Chinese and American film industries. It is our strong belief that co-productions are a tremendous opportunity for two or more countries to learn and benefit from each other and contribute to the growth of China’s film industry. I hope that we can continue to build on the friendship and cooperation we have established over the years to create a market environment that will sustain long-term growth for both the Chinese as well as the American film industry.”

Jiao Hongfen, President and Vice Chairman, China Film Group Corporation said, “The screenings will present audiences with the latest Sino-foreign co-productions and offer a forum for industry experts to exchange experiences and discuss future cooperation. With this enhanced cooperation between our film industries, I look forward to a future that includes even more great China-U.S. co-productions.”

The screening of *Man of Tai Chi* was introduced by lead actor Tiger Chen and producer Lemoire Syvan, along with a video message from Keanu Reeves. Keanu Reeves said, “*Man of Tai Chi* was a true co-production, and it was an incredible cinematic, cultural experience for everyone who participated in it, in China and the U.S. I hope you enjoy the film.”

On the evening of November 5, AMC and Wanda Media will host a community screening of *Man of Tai Chi* at the AMC Atlantic Times Square in Monterey Park. On the afternoon of November 6, the MPA will partner with

China Lion Distribution to host the North American Premiere of *Finding Mr. Right*, one of the big hits of the Chinese box office in 2013. The event includes, prior to the screening, an afternoon reception and post screening, a conversation with director Xue Xiaolu. On November 7, the MPA will join partners IMAX, AMC and Wanda Media for a reception and special 3D IMAX screening of *Young Detective Dee: Rise of the Sea Dragon*, at AMC Universal Citywalk. Finally on November 8, at CGV Cinemas, the MPA will partner with CJ Entertainment and CJ CGV Cinemas for a Closing Night reception and screening of *A Wedding Invitation*.

China currently stands as one of the largest markets globally for American films, and has continued to grow dramatically over the last decade. Between 2003 and 2012, the Chinese box office grew from USD \$120 million to USD \$2.7 billion. In the first nine months of 2013, the Chinese box office was up 34.9% compared to the same period in 2012. Chinese audiences are flocking to theaters to watch the latest in Chinese films, Hollywood fare and international titles at a staggering rate. Last year, an average of 10 new cinema screens was added per day, and in the first half of 2013, that number grew to more than 12 screens per day. As of June this year, the total number of screens in China stood at more than 15,380 and is expected to more than double by 2015.

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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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