

FOR IMMEDIATE RELEASE:

May 17 2006

**Halli Kristinsson Named Vice President
& Regional Director, Anti-Piracy for EMEA**

Brussels – Today the Motion Picture Association (MPA) announced the appointment of Halli Kristinsson to the position of Vice President and Regional Director, Anti-Piracy for the Europe, Middle East and Africa region.

In his role as Regional Director, Kristinsson will be coordinating operational matters with the MPA's regional partners locally, and will be working closely with the 35 regional anti-piracy organizations on the implementation of global anti-piracy strategies across the region. He will work out of the MPA's regional headquarters in Belgium reporting to Chris Marcich, SVP in Brussels and John G. Malcolm, the MPAA's Executive Vice President and Director of Worldwide Anti-Piracy in the US.

Making the announcement, Chris Marcich said: "We are delighted that Halli is joining the MPA team in Brussels and believe that he will make an important contribution to the industry in Europe at a time when technological developments are fuelling great change."

"I am very pleased that Halli has decided to join our global anti-piracy team" said John Malcolm, "and look forward to working closely with him in the months and years ahead as we fight film theft and the organized criminal syndicates who commit it, and defend the rights of creative artists everywhere."

Prior to joining the MPA, Kristinsson, a graduate of George Mason University in the US, and with an MBA from Reykjavik University, ran SMAIS; Iceland's leading entertainment-industry interest group, representing the entire Theatrical business, Home Video distributors, all major TV networks and 85% of the Video game licensees. As Managing Director of SMAIS, he has been actively involved in tackling piracy in the region. Kristinsson's other experience includes stints working in the film industry locally firstly for SamFilm Theatrical (licensee for BVI, Warner and UIP in Iceland) and then for SamFilm Home Entertainment. To complement his knowledge of the film industry, he has also a background which embraces the internet and was co-founder of a start-up digital TV company, GMI Interactive TV.

[... shortened by GVU]

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 operations from its headquarters based in Encino, 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.; Metro-Goldwyn-Mayer Studios 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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