



NEWS RELEASE

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CINEASIA 2011 TO HONOUR THE WALT DISNEY COMPANY LIMITED'S JO YAN WITH DISTRIBUTOR OF THE YEAR AWARD

NEW YORK – CineAsia will honor Jo Yan, Senior Vice President of Studio Distribution, Greater China, The Walt Disney Company (Shanghai) Limited, with its “Distributor of the Year” award at the 2011 convention, announced Robert H. Sunshine, Managing Director of the event. Mr. Yan will receive this honor at the CineAsia Final Night Banquet and Awards ceremony on Thursday evening, December 8 at the Grand Hyatt Hong Kong.

“It is a great honor for CineAsia to be able to single out the achievements of Jo Yan by presenting him with the ‘Distributor of the Year Award’ at this year’s event,” noted Sunshine. “In the world of distribution, you couldn’t ask for a more dedicated and respected professional who has done so much for his company in bringing film into the hearts and minds of so many moviegoers in Asia.”

Jo Yan began his career in the film industry in 1990 when he joined the Asia regional office of the US studio Orion Pictures International, he was exposed to the theatrical business from a regional perspective. After spending two years with Orion, he went on to work for Intercontinental Film Distributors Ltd, a leading local film distributor in Hong Kong, for 2 years before being hired by Buena Vista International (BVI) in Oct 1994. Jo was hired at a time when BVI, a fully owned subsidiary of the Walt Disney Studios, was terminating a worldwide sub-distribution relationship with Warner Bros. as it sought to establish its own distribution network around the world.

As one of the first BVI employees in Asia Pacific, Jo has been involved in building its presence across the region, including new offices in Taiwan, Singapore, Malaysia, Thailand, China. As Head of Sales in the Asia Pacific Region, his chief responsibilities not only included overseeing all sales related issues and film operations in the region, but also included special responsibilities to look after India and China, as well as developing markets such as Vietnam and Bangladesh..

In 2006, Jo was appointed Senior Vice President of Sales, Acquisitions and Co-Productions for Walt Disney Studio Motion Pictures Asia Pacific, given additional responsibilities of working with the Region’s film talents in developing, acquiring and co-producing Chinese language films for the Studio.

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In April 2010, named to the newly created position of Senior Vice President of Studio Distribution for Greater China, Jo leads all Sales and Marketing aspects of the Walt Disney Studios in Mainland China, Hong Kong and Taiwan, covering theatrical and expanding into all formats available for in-home consumption of the Studio's rich and diverse slate. He has since moved to the Disney offices in Shanghai to establish and cultivate Walt Disney Studios' presence in the world's fastest growing film market in its most exciting period of rapid progress.

Previous recipients of the "Distributor of the Year" award at CineAsia include: *Katharine Kim*, CJ Entertainment; *Sunder Kimatrai* of Twentieth Century Fox International; *Mark Zucker* of Sony Pictures Releasing International; *Erlina Suharjoho*, Warner Bros.; *Kurt Rieder* of United International Pictures; *Paul Hanneman & Tomas Jegeus*, Twentieth Century Fox International; *William Ireton*, Warner Bros.; *Jeff Forman*, Buena Vista International and *Roger Pollock*, UIP.

CineAsia 2011 will take place from December 6-8, 2011 at the Hong Kong Convention and Exhibition Centre in Hong Kong. It will feature screenings of upcoming Hollywood films, sponsored events, timely and informative seminars and the CineAsia Trade Show. CineAsia is produced by Prometheus Global Media., owner of leading entertainment publications and events including *Billboard* and the Billboard Latin Music Awards, *The Hollywood Reporter*, *Backstage*, *Adweek*, the CLIO Awards as well as ShowEast and CineEurope.

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