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CINEASIA 2009 TO HONOR PETER LAM OF MEDIA ASIA ENTERTAINMENT GROUP LTD WITH “PRODUCER OF THE YEAR” AWARD

NEW YORK – Peter Lam, Chairman, Media Asia Entertainment Group Ltd, has been selected to receive the “Producer of the Year” Award at the 2009 CineAsia convention in Hong Kong, it was announced by Robert H. Sunshine, Managing Director of the convention. Mr. Lam will be on hand to receive this honor at the CineAsia Final Night Banquet and Award Ceremony on Thursday evening, December 10th at Grand Hyatt, Hong Kong.

“No one has done more for Asian film than Peter Lam,” noted Sunshine. “With his leadership and foresight, he has been responsible for some of the biggest blockbusters in the Asian film market. To be able to honor the man who is widely recognized as one of the most influential figures in film, not only in Hong Kong, but in the Greater China region and Asia alike, at CineAsia this year is truly a great privilege.”

With the dedication and vision of Peter Lam, the Media Asia Entertainment Group Ltd under his leadership has won numerous nominations and accolades for its blockbuster films from some of the most prestigious film festivals including the Cannes Film Festival, the Venice Film Festival and the Berlin Film Festival.

Peter Lam’s contributions in the film industry have earned him appointments by the HKSAR Government and the industry itself, and he is the Vice Chairman of the Hong Kong Film Development Council; the Chairman of the Entertainment Industry Advisory Committee of the Hong Kong Trade Development Council; a director of the Hong Kong International Film Festival Society and the chairman of the Hong Kong Chamber of Films.

In 2008, Lam’s achievements were honored by the Central Government of China with the highly acclaimed title of Member of the National Committee of the Chinese People’s Political Consultative Conference.

Lam is also invited by various governmental consultative boards to share his extensive experience in property development and the hospitality business. He is now a member of the Hong Kong Tourism Board; a director of the Real Estate Developers Association of Hong Kong and an executive committee member of the Hong Kong Hotel Owners Association.

With its headquarters based in Hong Kong, Media Asia is one of Asia’s largest and most successful Chinese-language film studios.

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Since its establishment in 1994, Media Asia has produced or co-financed over 60 Chinese-language films, including critically acclaimed blockbusters like *If you are the one* (2008), *The Warlords* (2007), *The Assembly* (2007), *Confession of Pain* (2006), *The Banquet* (2006), *Exiled* (2006), *Initial D* (2005), *Wait 'Til You're Older* (2005), and the *Infernal Affairs* trilogy (2002-2003), the latter spawning the Hollywood remake *The Departed* which won 4 major awards at the Academy Awards in 2007, including Best Picture and Best Adapted Screenplay. Media Asia's films have won over 140 awards out of some 350 nominations from major international film festivals (e.g. Cannes, Berlin, Venice, Tokyo, and Pusan) and award ceremonies (e.g. Golden Horse Awards and Hong Kong Film Awards).

In addition to its own productions, Media Asia also handles a library of over 150 feature films. It has entered into output agreements with leading television stations in Asia, including Star TV (Hong Kong / Taiwan), CCTV 6 (China) and Celestial movies (Singapore / Malaysia / Indonesia / Brunei). It has also formed joint ventures with China Film Group and Shanghai Film Group for film distribution in China.

Media Asia aims to produce quality Chinese-language films with commercial viability. Together with its film library portfolio, the Group aims to bolster its position in the product and distribution of Chinese-language films in Asia and around the globe.

CineAsia 2009 will take place from December 8-10, 2009 at the Hong Kong Convention and Exhibition Centre in Hong Kong. It will feature screenings of upcoming Asian and major Hollywood films, sponsored events, timely and informative seminars and the CineAsia Trade Show. CineAsia is produced by the Nielsen Film Group, a division of Nielsen Business Media.

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