



FOR IMMEDIATE RELEASE
June 20, 2005

SOUTHERN CAL. HIGH TECH TASK FORCE **STAMPS OUT ILLEGAL DVD/CD REPLICATING** **PLANT IN LOS ANGELES**

HIGH VOLUME OF ILLEGAL DVDs SEIZED FROM COUNTERFEIT OPERATION

Los Angeles –The Motion Picture Association of America, Inc. (MPAA) and the Recording Industry Association of America (RIAA) in coordination with the Southern California High Tech Task Force have closed New Century Media in the City of Industry, California. The investigation and seizure of \$30 million in illegal stampers and DVDs was a result of findings from another raid at a replicating plant nearby where illegal DVDs produced at New Century Media were recovered. The plant was closed for illegal business on June 15 but no arrests have been made.

These sophisticated replicators have the potential to churn out one counterfeit disc every three seconds. The raid on New Century Media Corporation sends a clear message to movie pirates that these illegal activities are not invisible and they do have consequences,” said John Malcolm, Senior Vice President and Director, Worldwide Anti-Piracy Operations, MPAA. **“The MPAA appreciates the efforts of the Southern California High Tech Task Force in bringing down this illegal operation.”**

New Century Media Corporation, located at 2727 Pellisser Place in the City of Industry neighborhood of Los Angeles, was founded in 1989 by Carson and Jennifer Yu. The company’s website (<http://www.newcenturymediausa.com>) advertised that the company manufactures compact discs and DVDs and provides customers with full-service packaging. The web site also claims that New Century Media Corporation is ISO 9002 Certified in China.

“Increasingly, the lines between movie and music piracy are blurring,” said Brad Buckles, Executive Vice President, Anti-Piracy, RIAA. **“This joint effort should send a clear message to pirates of all kinds: engage in the theft of music or movies and you will face the combined resources of the recording and motion picture industries as well as those of law enforcement. We are especially grateful for the continued efforts of the Southern**

California High Tech Task Force to address this pressing problem.”

The MPAA estimates that it's Member Companies lose an excess of \$3.5 billion in potential revenue annually, not including losses associated with the Internet. A Smith Barney study estimated that this year alone, the movie industry lost \$5.4 billion to piracy which includes Internet piracy. Working with law enforcement around the world, the MPAA seized over 76 million illegal optical discs in 2004. According to the most recent estimates available from the International Federation of Phonographic Industries (IFPI), the music industry lost more than \$4.5 billion worldwide to physical piracy in 2003.

About the MPAA:

The Motion Picture Association of America, Inc. (MPAA) serves as the voice and advocate of the American motion picture, home video and television industries from its offices in Los Angeles and Washington, D.C. These members include: Buena Vista Pictures Distribution; Metro-Goldwyn-Mayer Studios Inc.; Paramount Pictures; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal Studios from Universal City Studios; and Warner Bros. Entertainment Inc.

About the RIAA:

The Recording Industry Association of America is the trade group that represents the U.S. recording industry. Its mission is to foster a business and legal climate that supports and promotes our members' creative and financial vitality. Its members are the record companies that comprise the most vibrant national music industry in the world. RIAA® members create, manufacture and/or distribute approximately 90% of all legitimate sound recordings produced and sold in the United States. In support of this mission, the RIAA works to protect intellectual property rights worldwide and the First Amendment rights of artists; conduct consumer industry and technical research; and monitor and review - - state and federal laws, regulations and policies. The RIAA® also certifies Gold®, Platinum®, Multi-Platinum™, and Diamond sales awards, Los Premios De Oro y Platino™, an award celebrating Latin music sales.

###

For more information, contact:

MPAA Los Angeles
Kori Bernards
Anne Caliguiri
(818) 995-6600

RIAA Washington, DC
Jonathan Lamy
Jenni Engebretsen
Amanda Hunter
202-775-0101