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FOR IMMEDIATE RELEASE

HONG KONG - ASIA FILM FINANCING FORUM AND FOX INTERNATIONAL PRODUCTIONS ANNOUNCE FILM DEVELOPMENT AWARD

FOX Chinese Film Development Award to be Presented at Annual Forum in March

16 May 2011 (Hong Kong) - The Hong Kong - Asia Film Financing Forum (HAF) and Fox International Productions (FOX) today announced the creation of the FOX Chinese Film Development Award, to be given out annually at HAF beginning next year. They will jointly select one Chinese language film project to receive the award in the form of a cash grant of HK\$100,000 (approximately US\$12,500) and a first look deal with Fox International Productions.

“We believe that there is a wealth of unrealized filmmakers in China,” says Fox International Productions’ President Sanford PANITCH. “One of the goals of Fox International Productions is about finding this talent and introducing them to the rest of the world.”

Project submissions are open to any Chinese language project, or project with the potential to be adapted into a Chinese language film, and may be submitted by the director, producer, writer or any other talent who is the copyright owner of the project. The call for entries is open now until 30 October 2011. Projects will be judged based on creativity, originality, Asian cultural content and the potential for production into a full length theatrical motion picture with artistic and commercial qualities.

Five projects will be shortlisted and the winner will be announced at the 10th HAF Awards Presentation Ceremony in March 2012 at the Hong Kong Convention and Exhibition Centre.

The Hong Kong International Film Festival Society Limited
香港國際電影節協會有限公司

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"HAF is the perfect forum to launch this initiative," said Carrie WONG, Fox International Productions' Head of Productions and Development, Greater China. "In the past decade, HAF has proved a fertile ground for the emergence of diverse new talent in the region and we are confident of a fruitful collaboration."

"We are most grateful to FOX for their award", says Roger GARCIA, the Executive Director of the Hong Kong International Film Festival Society which oversees HAF. "It is the dream of many young filmmakers to work with a great studio and HAF is excited that we are able to help realize that dream. FOX's decision to make their award at HAF shows that Hong Kong continues to be the hub of our region's cinema."

Entering its tenth edition, HAF supports and stimulates film culture in the Asian region by selecting projects from various countries to participate in the three-day event. HAF Awards have contributed to more than 50 film projects, many of which have gone on to win awards at major film festivals and find audiences all around the world.

For more information about FOX Chinese Film Development Award, eligibility requirements and selection criteria, please visit the official HAF website at www.haf.org.hk.

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About the Hong Kong - Asia Film Financing Forum

The Hong Kong - Asian Film Financing Forum (HAF) is widely recognised as Asia's most important film-financing platform. The HAF brings Asian filmmakers with upcoming film projects to Hong Kong for co-production ventures with top film financiers, producers, investors, distributors and buyers. The 2011 HAF was attended by over 1,000 filmmakers and financiers, 28 projects were selected to participate in the three-day event.

Past participants include China's JIA Jiangke, JIANG Wen and LOU Ye, Hong Kong's Stanley KWAN, Ann HUI, Gordon CHAN, PANG Ho-cheung, Taiwan's TSAI Ming-Liang, CHANG Tso-Chi and WEI Te-Sheng, Japan's SABU, NAKATA Hideo, OTANI Kentaro, KORE-EDA Hirokazu, MIIKE Takashi and YUKISADA Isao, South Korea's KIM Jee-woon, PARK Chan-wook, E J-yong and IM Sang-soo as well as Thailand's Ekachai UEKRONGTHAM, Nonzee NIMIBUTR and Pen-ek RATANRUANG.

About The Hong Kong International Film Festival Society

The Hong Kong International Film Festival Society (HKIFFS) is a charitable, non-profit and non-governmental organisation dedicated to the discovery and promotion of creativity in the art and culture of film. Through its year-round programmes, the mission of the Society is to strengthen global appreciation of Chinese film culture and to promote inspiring films from around the world, enriching the cultural life of Hong Kong. Committed to the development of a vibrant film culture in Hong Kong and Asia, the Society organises three annual flagship events in March and April: The Hong Kong International Film Festival (HKIFF), the Hong Kong - Asia Film Financing Forum HAF) and the Asian Film Awards (AFA).

Passionately believing in the power of films to unite cultures and generations, the HKIFFS is devoted to giving thousands of film lovers around the region direct access to the world's most inspired films all year round.

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About Fox Filmed Entertainment

One of the world's largest producers and distributors of motion pictures, Fox Filmed Entertainment (FFE) produces, acquires and distributes motion pictures throughout the world. These motion pictures are produced or acquired by the following units of FFE: Twentieth Century Fox, Fox 2000 Pictures, Fox Searchlight Pictures, Twentieth Century Fox Animation and Fox International Productions.

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FOX Chinese Film Development Award's Announcement on 16 May 2011
Speech of Mr Roger GARCIA, Executive Director of the Hong Kong International Film Festival Society

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Good afternoon, and thank you all for coming today.

I am happy to announce today that with the generous support and encouragement of Fox International Productions, our Hong Kong – Asia Film Financing Forum (HAF) will take a major step forward in our initiatives to help and nurture quality Chinese language film projects. We are particularly pleased that this initiative comes in time to celebrate 10 years of HAF in March 2012.

From next year's HAF and for the next five years, Fox International Productions will make an award of HK\$100,000 to a Chinese language film project. This award -- the FOX Chinese Film Development Award - will be given to the best project chosen by a panel of judges from an open call, HAF projects chosen for the year, and Chinese language scripts considered for our existing Chinese Script Award.

However we all recognise that giving an award is one thing, but trying to ensure that the project actually gets made is another journey altogether. With that in mind we are delighted to announce that the winner of the FOX Chinese Film Development Award will not only receive cash, but also a first-look development deal with FOX itself. This is the first initiative of its kind in Asia and HAF is honored to partner with Fox on this ground-breaking step forward.

With the involvement of this major studio and its international production and marketing infrastructure, HAF can help to bring great talent, fresh voices and new visions that I hope will contribute to the evolution and progress of the Chinese cinema. The FOX Chinese Film Development Award will also reinforce our premier position in HAF as the best project market for Asian cinema and Asian filmmakers.

I would like in particular to thank Mr Sanford PANITCH, President of Fox International Productions, who has made this award and collaboration possible. He is the visionary behind this award and I am most grateful for his confidence in HAF. His reputation in the industry and great success at FOX reflect his innovative leadership in helping to expand today's dynamic media environment.

I would also like to thank Ms Carrie WONG, Head of Productions & Development of Fox International Productions, Greater China who first discussed the idea with me and who helped facilitate the whole process of getting us to where we are today.

I cannot understate the importance of the FOX Chinese Film Development Award. With this Award, HAF has significantly increased the value of its presence and what is particularly exciting for us is being able to help realize the dreams and ambitions that drive every filmmaker.

I hope that filmmakers will be encouraged to submit their projects to HAF and I welcome all of you to Hong Kong to celebrate the tenth anniversary of HAF in March, 2012.

Thank you.

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Speech of Mr Sanford PANITCH, President of Fox International
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Fox International Productions is dedicated to finding new voices all over the world, one of the best examples being here at Cannes where we have the unique distinction of being the only production company to have two films in the prestigious Un Certain Regard category.

Fox International Productions believes some of the next world-class story tellers will come from the vibrant and electric filmmaking community in China. This award with HAF will be dedicated to the creation of original ideas, and we will also select 5 projects to engage in a unique "First Look Deal Programme" where writers can feel supported to do their best work.

We are seeing an emerging class of commercially-minded Chinese filmmakers and are bedazzled by their talents and mesmerized by their beautifully crafted story telling.

I believe the only way for this new challenge to succeed is for ideas to have a safe garden to grow in.

Ms Carrie WONG who heads up international productions for us in the Region and I are excited to be a part of making that happen. We are thrilled to partner with HAF and to collaborate on this unique award - which I believe is the first of its kind.

I want to thank Mr Roger GARCIA for his insights and inspiration and look forward to working with HAF on this blueprint.