



PELÉ SAYS “SCORE A GOAL AGAINST PIRACY”

New PSA Features “The King” on Piracy

FOR IMMEDIATE RELEASE:

To view PSA visit www.mpaa.org

Friday, June 9, 2006

Los Angeles - - In conjunction with 2006 World Cup opening ceremonies today in Germany, the Motion Picture Association of America, Inc. (MPAA) released an anti-piracy public service announcement (PSA) featuring Pelé, one of the most well known sports heroes who bears the nickname “The King.” The public service announcement will run on cable networks during the month long World Cup tournament which starts June ninth. Those networks include ESPNEWS, ESPN Classics, FOX Sports and HBO Ole. Pelé is one of the most beloved and talented soccer players of all time. He embodies the notion of fair play and love of the game, and continues to be an inspiration for young athletes around the globe. In the PSA, Pelé appeals to his “friends” to “Score a goal against piracy” explaining that piracy hurts working people – specifically the thousands of people who work on creating movies.

“We are honored to have a distinguished teammate in Pelé in our fight against film copyright theft,” said Chairman and CEO of the MPAA Dan Glickman. **“Pelé has a reputation for fair play and in this public service announcement, he carries that message to people - urging them to do the right thing by renting, buying or downloading movies legally.”**

Earlier this year, Pelé worked with the MPAA to produce the anti-piracy PSA. Pelé’s own movie *Pelé Forever* released in 2004 was pirated and on the streets in Latin America. The trailer will be dubbed into several languages and pitched to local media outlets in several countries including those in the U.S. Europe, Asia Pacific and Latin America.

The LEK piracy loss study conducted for MPAA showed that the typical pirate is male, between the ages of 16 and 24 and lives in urban areas. Pelé has broad support from individuals in that age group in many countries including those listed above.

Pelé won three World Cups, scored over 1,200 goals over his career, was inducted into the National Soccer Hall of Fame in 1993 and was named Athlete of the Century by the National Olympic Committees in 1999.

To view the trailer visit www.mpaa.org and click on the home page image which says “View Pelé Anti-Piracy PSA.” The script is attached.

Piracy and the Motion Picture Industry

According to a recent study done for the MPAA, the worldwide motion picture industry including foreign and domestic producers, distributors, theaters, video stores and pay-per-view operators lost \$18.2 billion in 2005 as a result of piracy. The major motion picture studios lost \$6.1 billion to piracy in 2005. Of the \$6.1 billion in lost revenue to the studios, \$4.8 billion (80%) resulted from piracy in other countries, and \$1.3 billion (20%) resulted from losses in the United States. About \$3.8 billion was lost to hard-goods piracy including bootlegging and illegal copying and \$2.3 billion to Internet piracy. Piracy rates are highest in China, Russia and Thailand.

The MPAA and its member companies have a multi-pronged approach to fighting piracy, which includes educating people about the consequences of piracy, taking action against Internet thieves, working with law enforcement authorities around the world to root out pirate operations and working to ensure movies are available legally through new technologies.

About the MPAA

The Motion Picture Association of America (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. Its members include: Buena Vista Pictures Distribution; Metro-Goldwyn-Mayer Studios Inc.; Paramount Pictures; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLLP; and Warner Bros. Entertainment Inc.

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Pele PSA final script V6

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HE SCORED OVER A THOUSAND GOALS...

VO

HE WON THREE WORLD CUPS...

VO

HE EARNED A REPUTATION FOR HONESTY AND FAIR PLAY.

VO

NOW PELE HAS JOINED A NEW TEAM.

Pele

"There are lots of decent people working in the movie business. We have to fight piracy because of this."

VO

RENT, BUY OR DOWNLOAD. BUT DO IT LEGALLY.

Pele

"Let's score a goal against piracy!"

end