

News Release

For immediate release

MDA Appoints Singapore Airshow and Events as the Official Organiser for *ScreenSingapore*

Singapore, 2 June 2010 – The Media Development Authority of Singapore (MDA) has appointed Singapore Airshow & Events Pte Ltd (SAe) as the official event organiser for ScreenSingapore. The appointment was formalised in a signing ceremony held this afternoon at Capella Singapore Hotel, Sentosa.

In June 2011, ScreenSingapore will debut an international cinema event offering industry buyers, sellers, producers and creative talent from all over the world a platform to exchange ideas, business opportunities and showcase their product. Leveraging on the growing interest in Asian content, the very strong theatrical marketplace and Singapore's position as a globally connected regional gateway, ScreenSingapore will reinforce Singapore's position as the global media capital serving the vast emerging region.

The trade-focused event will spotlight creative offerings through:

- A film and entertainment technology market with a 3D focus
- Asia Pacific and regional premieres of upcoming releases
- Conferences, workshops, financing and producer forums

Said Dr Christopher Chia, Chief Executive Officer of MDA, "Throughout the years, Singapore, with its conducive business environment, strategic location in the heart of Asia and strong intellectual property regime, has gained recognition as an ideal location to do business. ScreenSingapore builds on these strengths and provides a greater impetus for the financing, making and distributing of media content, ideas and expertise for the world's audience. Singaporeans and local residents will also have

the opportunity to be part of the excitement of ScreenSingapore as it brings premieres of both Asian and world cinema to our shores."

Backing the MDA in the establishment of the ScreenSingapore is the Singapore Tourism Board (STB). Ms Melissa Ow, Assistant Chief Executive, Business Travel and MICE Group, Singapore Tourism Board, said "Singapore is well regarded as a leading business capital and a destination with a diverse and exciting range of entertainment and lifestyle experiences. Hosting ScreenSingapore enhances our standing as a choice location for business events, helping visitors and companies to connect to new markets, ideas and talent. It will also contribute to our vibrant events calendar by creating even more entertainment options for visitors."

Positioned between the Cannes Film Festival and the lucrative box office of the Northern Hemisphere summer, ScreenSingapore will tap synergies in providing a launchpad for studios wishing to promote their blockbuster movies in Asia as well as providing a platform for showcasing Asian content to the world.

Mr. Greg Coote, Chairman of the Board of ScreenSingapore, had this to say: "Asia is going to be the primary source of growth in the film and entertainment business in the years to come as the focus of the industry shifts from the mature American market to areas outside of the US. Major studios have been looking to Asia for opportunities to expand in this young and exciting market. As a gateway providing an ideal springboard to the region, Singapore's strong infrastructure and lead, in fast establishing itself as a hub for digital distribution, make it well-placed to hold this significant event, With an experienced event organiser in SAe, we are confident that ScreenSingapore will be an event that will leave a positive and lasting imprint on the industry and the individual."

"SAe is honoured to be appointed as the organiser of ScreenSingapore. We look forward to working with MDA and partner agencies to leverage on our experience and expertise in event management, trade shows and conferences to establish ScreenSingapore as a key international cinema event and further enhance Singapore as a venue of choice and a leading 3D media hub in the world. This latest addition to our portfolio will further demonstrate our strength in organising world-class events such as the Singapore Airshow," said Mr. Jimmy Lau, Managing Director of SAe.

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Media Development Authority of Singapore (MDA)

Formed in 2003, the Media Development Authority of Singapore (MDA) plays a vital role in transforming Singapore into a Trusted Global Capital for New Asia Media. MDA spearheads initiatives that promote industry growth in film, television, radio, publishing, music, games, animation and Interactive Digital Media. At the same time, in ensuring clear and consistent regulatory policies and guidelines, MDA helps to foster a pro-business environment for industry players and increase media choices for consumers. For more information, visit www.mda.gov.sg and www.smf.sg.