

FAVIA

*Fiji Audio Visual Industry
Association*

**Together protecting Fiji's Intellectual
Property Businesses & Services**

PRESS RELEASE

For immediate release

CALL A SPADE A SPADE

May 15, 2007, Suva, Fiji Islands - Himmat Lodhia's comments today are a contradiction in terms. An association that says it supports anti-piracy laws and stops short of telling its members to not deal in pirated goods is condoning the very behavior that those anti-piracy laws aim to address. The statement is very unhelpful to the cause as it sends out mixed signals to the public that it is acceptable to buy pirated goods. The comments are disappointing to say the least; the FRA (Fiji Retailer's Association) should display good corporate citizenship and call a spade a spade. The lack of enforcement of anti-piracy laws should not be used as an excuse to condone unacceptable behavior by FRA's members and activities.

FAVIA calls on Government to embrace alternate enforcement measures such as flat tax reform and Copyright Act amendments, reflecting current and new technology in order to stem the tide of criminal lawlessness when dealing with IP (Intellectual Property), which affects livelihoods and national income in a very real way.

- END -

For more information, please log onto: www.ifiji.com/favia/

ABOUT FAVIA

The Fiji Audio Visual Association was set up in July 2006 to promote the protection of intellectual property and raise awareness on copyright issues in Fiji. Association members include Fiji Television, SPR, Video Ezy, IMDVD, Damodar Brothers, JK Singh Video Library, Rowell Entertainment, TFL, Video World, Eros Pacific, Forum Films. Office bearers are: President - Chris Caine; Secretary - JK Singh; and Treasurer - Uday Singh.