

PRESS RELEASE

For immediate release

Showcase an Annual Hive of Fakes?

July 5, 2007, Suva, Fiji Islands - The Fiji Audio Visual Industry Association (FAVIA) notes that the upcoming Showcase exhibition will be taking place in Suva later this month and calls on Police Commissioner, Esala Teleni and the Fiji Police Force to closely monitor the event for illegitimate trade, in particular in the sale of pirate audio visual products such as CDs and DVDs. In this regard, FAVIA also calls on the organizers of Showcase (Communications Fiji Ltd through subsidiary Total Event Co.) to exercise corporate and civic responsibility by ensuring the participation of those business entities that trade only in legitimate products.

FAVIA expresses its concern that previous Showcase events have featured business entities that openly deal in the sale of pirate and counterfeit products in blatant disregard of the illegitimate nature of these activities. All measures need to be taken to ensure that this does not eventuate at this year's Showcase. FAVIA maintains that such blatant breach of copyright laws promotes unfair competition and hurts legitimate business operators including Fiji's growing industry of recording artists and entertainers. FAVIA further maintains that it is in Government's interest to sanction trade in counterfeit and pirate goods since it negatively impacts on tax revenue owed to Government.

FAVIA recognizes that the fight against piracy and counterfeit goods requires a united effort on the part of all stakeholders, beginning with the Fiji Police Force and Communications Fiji Ltd which are in a position to curb these activities at the very outset.

FAVIA will be closely monitoring this year's Showcase and looks forward to the cooperation of the Fiji Police Force, Communications Fiji Ltd and other interested stakeholders to this end.

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

ABOUT FAVIA

The Fiji Audio Visual Industry 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, Rowell Entertainment, TFL, Video World, Eros Pacific, Forum Films, Showtime Video, Fiance & Co. Office bearers are: President - Chris Caine; Secretary - JK Singh; and Treasurer - Uday Singh.