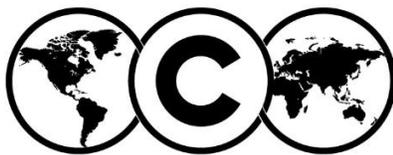


INTERNATIONAL INTELLECTUAL PROPERTY ALLIANCE®



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IIPA Applauds the Formal Signing of the Anti-Counterfeiting Trade Agreement (ACTA) in Tokyo, Japan (October 1, 2011)

Washington, DC—The International Intellectual Property Alliance (IIPA) applauds the formal signing of the Anti-Counterfeiting Trade Agreement (ACTA) in Tokyo today (October 1). ACTA signatories represent a critical alliance of like-minded nations. These countries all recognize that strong intellectual property protection is essential to fostering creativity and innovation in their economies, creating good jobs, increasing cultural diversity, promoting technological advances, enhancing the rule of law, and boosting legal trade in products and services protected by copyright and other intellectual property laws. Today's signing ceremony officially launches an evolving global partnership dedicated to advancing these vital goals by strengthening enforcement against copyright piracy and trademark counterfeiting, and by increasing cooperative efforts to tackle these global problems.

In particular, IIPA commends U.S. negotiators, led by the Office of the U.S. Trade Representative, for their perseverance and hard work that has made today's signing possible. The ACTA partnership launched today, together with various other bilateral and multilateral efforts, reflect a growing global understanding of the importance of sustaining creativity and promoting innovation. This will foster our economic recovery and support good U.S. jobs. More broadly, stepped-up efforts to combat pervasive copyright piracy in global markets serve the best interests of creators, consumers and citizens in the U.S. and abroad. We welcome the signing of ACTA as an important milestone in that ongoing effort.

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About the IIPA: The International Intellectual Property Alliance (IIPA) is a coalition of seven trade associations – Association of American Publishers (AAP), Business Software Alliance (BSA), Entertainment Software Association (ESA), Independent Film & Television Alliance (IFTA), Motion Picture Association of America (MPAA), National Music Publishers' Association (NMPA) and the Recording Industry Association of America (RIAA) – which represent the U.S. copyright-based industries in bilateral and multilateral efforts to open up foreign markets closed by piracy and other market access barriers. These member associations represent over 1,900 U.S. companies producing and distributing materials protected by copyright laws throughout the world—all types of computer software, including business applications software and entertainment software (such as videogame discs and cartridges, personal computer CD-ROMs, and multimedia products); theatrical films, television programs, DVDs and home video and digital representations of audiovisual works; music, records, CDs, and audiocassettes; and textbooks, trade books, reference and professional publications and journals (in both electronic and print media). Visit our webpage to find more details on this and other copyright and trade issues, at www.iipa.com.