



PIRACY DOESN'T PAY FOR ONLINE GAME PIRATE

Industry Cracks Down On Illegal Game Websites

Sydney 3 September 2007: Interactive Entertainment Association of Australia (IEAA) members Sony Computer Entertainment and Microsoft Corporation have reached a record settlement of \$190,000 with Mr Wen Bin Gu, operator of web sites etpress.com and gamemobo.com.

Sony and Microsoft filed proceedings against Mr Gu and obtained orders freezing Mr Gu's assets from the Federal Court of Australia after investigations found him selling hundreds of illegal pirated games across major consoles. The Federal Court has also ordered Mr Gu to refrain from reproducing or dealing with infringing games in the future.

The success comes on the back of a nationwide crackdown on piracy by the computer game industry following changes to Australia's Copyright Act.

"This case should serve as a warning to those organisations involved in the importing, distributing and selling of illegal pirated games as the IEAA will take a stand against those involved in piracy," said Chris Hanlon, CEO of the IEAA.

"IEAA is focused on combating piracy for its members through the information it receives on its Anti Piracy Hotline as well as through proactive investigations in the markets and online environment," added Mr Hanlon.

Mr Hanlon continued, "IEAA is committed to taking whatever steps are needed to protect its members copyright. For the games industry to continue to innovate and be vibrant it needs to protect its IP."

IEAA encourages consumers to purchase games and consoles from legitimate sources, and not to take any legal risks by purchasing or downloading illegal pirated games. To learn more information relating to game piracy visit www.ieaa.com.au.

Incidents of game piracy can be reported on 1800 20 40 19 or at anti-piracy@ieaa.com.au.

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About the IEAA

IEAA is a national industry association proactively representing companies in the interactive entertainment industry. Our members develop and market computer and video games software, hardware and accessories in Australia. IEAA is administered by a Board of Directors comprising senior executives from entertainment companies both large and small. The Board is supported by the CEO, Chris Hanlon. For more information, please visit www.ieaa.com.au

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