

motion
picture
distributors
association
of Australia

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Dear Exhibitors,

In 2009 our industry joined the Billionaires Club as we generated \$1.09B in ticket sales achieving a landmark many thought could never be reached. With box office up a further 20% through the first 2 ½ months of 2010 and an unprecedented line-up of major films for the year ahead - including some 20 films in 3D - our members are gearing up to help make this year's edition the best yet.

The member companies of the Motion Picture Distributors Association welcomed the move to the new Convention venue last year and were excited by the opportunity to present our product in such world class surroundings. As we gear up for this year's edition, it is worth noting some highlights from the 2009 event:-

- Jon Landau, the Producer of "Avatar", personally unveiled never before seen footage from the film and took attendees through the vision he and James Cameron had for the release of the film which has now grossed over \$110 million in Australia alone.
- Mark Zoradi, President of Walt Disney Pictures, unveiled the studios plans during a stellar two hour presentation highlighting a broad array of branded properties including the subsequent box office hits "Up", "G-Force" and "The Princess and the Frog".
- Bob Sabouni, Senior Vice President Business Development and Promotions, and Doug Finberg, Executive Vice President International Marketing of Marvel Enterprises, took attendees through the company's vision for their superhero properties with release date announcements for numerous future blockbuster titles.
- The Convention saw the Premiere of "Bran Nue Day" which has gone on to be the highest grossing Australian film released year to date with an outstanding \$7m+ at the box office.
- Delegates were treated to spectacular footage from the disaster epic "2012" which went on to wow audiences to the tune of more than \$20 million and they were the first in the world to see footage from Nancy Meyer's "It's Complicated" which proved again that older Australians are ardent moviegoers as the film grossed more than \$15 million at the box office.

No doubt the seeds for the success of these and so many of the recent box office hits were sown at the 2009 Movie Convention.

We look forward to welcoming you to the 2010 Australian International Movie Convention.

Regards,



Mike Beard
Chairman