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**ROLAND KELTS CALLS *GATCHAMAN* AND *ASTROBOY* THE MOST HIGHLY ANTICIPATED AMONG CG FILM PROJECTS WITH ANIME ROOTS**

**Click on Imagi's website to learn why**

Hong Kong (October 30, 2007) -- A new article by noted author and lecturer Roland Keltz will be posted exclusively on Imagi Animation Studios' website ([www.imagi.com.hk](http://www.imagi.com.hk)) on October 30, 2007.

In this new essay, Keltz examines Imagi's next two upcoming movies -- *Gatchaman* and *Astro Boy* -- and places the studio at the crest of the current wave of Hollywood movies with Japanese pop culture roots.

Keltz' acclaimed book, *Japanamerica: How Japanese Pop Culture Has Invaded the U.S.*, explores the American experience and fascination with Japanese pop culture. The paperback edition—updated and with a new epilogue by the author—will be released on November 13.

Click on "What's New" on the Imagi website to read more about why Roland Keltz calls *Gatchaman* and *Astro Boy* "the most highly anticipated" of all projects, reflecting the rising convergence of American and Japanese cultures.

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**About Roland Keltz**

Roland Keltz is the author of *Japanamerica*, the first book that directly addresses the American experience with the Japanese pop phenomenon. He is also a Lecturer at the University of Tokyo and a co-editor of the New York-based literary journal, *A Public Space*. His first novel, *Access*, will be published next year. His articles, essays and stories have been published in *Zoetrope*, *Playboy*, *Doubletake*, *Salon*, *The Village Voice*, *Newsday*, *Cosmopolitan*, *Vogue* and *The Japan Times*, among others. He has lectured at New York University, Rutgers University and Barnard College, and he is a graduate of Oberlin College and Columbia University. He currently divides his time between New York and Tokyo.



Imagi International Holdings Limited (“Imagi”) is a listed company (Stock Code 585) on the main board of the Hong Kong Stock Exchange. Imagi’s principal business is the development and production of computer graphics (“CG”) animated theatrical feature films. Imagi’s first theatrical movie *TMNT* was released in March 2007, opening #1 in U.S. box office revenue, only the third time in history that an Asian-made film has achieved that honour. Imagi has development operations in Los Angeles, California, and CG production studios at its Chai Wan (Hong Kong) headquarters.

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