



**IMAGI Holds TMNT Charity Premiere at Closing Day of Filmart 2007
Generous Donations of An Endowment of HK\$1 Million to the Hong
Kong Design Institute by the Chairman
An Annual Donation of HK\$100,000 to Support International
Exchange Programme by IMAGI**

Support Local Creative Industry Cultivate Design Talents

(Hong Kong, March 23, 2007) ---- **Imagi International Holdings Limited** ("Imagi" / the "Group") (Stock Code: 585), today announced that the Charity Premiere of its globally-released CG animated movie "Teenage Mutant Ninja Turtles" ("TMNT"), named as "Turned Imagination into Reality", will be held at 7:30pm on Mar 23 (Friday) in Hong Kong Convention and Exhibition Centre at the closing day of Filmart 2007. Mr. Michael Kao, Chairman of IMAGI, will host a cheque presentation ceremony, donating HK\$1 million to the Hong Kong Design Institute ("HKDI") for creative talent cultivation. The Group will also donate HK\$100,000 each year to support international student exchange programme for the students of multimedia and animation courses in the Hong Kong Institute of Vocational Education. The ceremony will be officiated by Mr. Joseph W P Wong, GBS, JP, Secretary for Commerce, Industry and Technology. The endowment will be transferred to Mr. Andrew Leung, Chairman of Vocational Training Council.

Deputy Chairman and Co-Chief Executive Officer Mr. Francis Kao said, "With our persistent efforts, IMAGI is now the first Asian studio to develop, produce, and own a globally-released CG animated feature film. TMNT truly signifies an important milestone of the Group and verifies the actualization of "Turn Imagination into Reality". Hereafter, we will continue to produce more top-quality CG movies, including *Gatchaman* and *Astro Boy*, which are scheduled for release in late 2008 and early 2009 respectively. Besides, through the donation, we hope to cultivate more creative talents in an aim to contribute to the development of the creative industry in Hong Kong.

Mr. Andrew Leung, Chairman of Vocational Training Council said, "I am very grateful for IMAGI's generous donations. We hope to use the endowment to meet part of the costs for the facilities development of the animation laboratory in the new campus of the HKDI. The annual donation also allows us to train world-class design talents and broaden their horizons to match with the development of creative industry in Hong Kong."

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Mr. Joseph W P Wong, GBS, JP, Secretary for Commerce, Industry and Technology said, "More important still, the film catapults Hong Kong to the leading role in international digital multimedia arena. I am very pleased to learn that as a good corporate citizen, Imagi not only continues its effort to provide opportunities and training to young people with a passion in animation technology, but also generously donates a \$1 million endowment to the Hong Kong Design Institute and a further provision of \$100,000 annually to support an international exchange programme for IVE students on multimedia and animation courses."

HKDI was set up in 2007. The mission of the institute is to be a leading international provider of foundation studies and lifelong learning in design. HKDI brings together the strengths of five departments of the Hong Kong Institute of Vocational Education to offer disciplines including product design, interior design, visual communications, fashion and textile design, printing and digital media, filming, computer games, toy design, jewellery design, watch design, optical accessories, and multimedia. The new purpose-built single campus is planned to start operation in 2009/10



Mr. Michael Kao, Chairman of IMAGI (left 3) transferred the HK\$1,000,000 cheque to Mr. Andrew Leung, Chairman of Vocational Training Council (Right 3). The ceremony was officiated by Mr. Joseph W P Wong, GBS, JP, Secretary for Commerce, Industry and Technology (left 4).



Artwork from Imagi's "Teenage Mutant Ninja Turtles" CG animation movie

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IMAGI About Imagi International Holdings Limited (0585)

Founded in 1983, Imagi International Holdings Limited ("Imagi") is a company listed on the Main Board of the Hong Kong Stock Exchange (Stock Code: 585), and is mainly engaged in the production of feature-length animated motion pictures, and TV series, using cutting-edge computer graphics ("CG") technologies.

Imagi has produced well received 3D CG animated TV series, "Zentrix", in 2002, which was released in many countries including France, Japan, Germany, England and Hong Kong. The Company is also responsible for co-producing "Digital Monster X-Evolution," with Bandai and Toei of Japan and producing "Father of the Pride" for DreamWorks, USA. With a colorful established portfolio, and accumulated techniques, Imagi is now producing its own feature length movies, including the first full CG animated movie of the famous "Teenage Mutant Ninja Turtles" franchise, which will be distributed worldwide by Warner Bros. Pictures, Inc. and The Weinstein Company LLC in March 2007.

Headquartered in Hong Kong, Imagi's overseas production studios, and marketing offices, are located in Los Angeles and Tokyo. These offices create an international connection, and strive to enhance the quality of work and marketing capabilities of the Group.

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