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IMAGI ANNOUNCES NEW APPOINTMENT: YAN CHEN, LEAD CG SUPERVISOR ON *ASTRO BOY*

Hong Kong (September 5, 2007) – Imagi Animation Studios (Imagi) today announced the appointment of Mr. Yan Chen as Lead CG Supervisor on full-length feature film, *Astro Boy*. Chen comes to Imagi with over ten years of experience at Hollywood studios including Disney and DreamWorks Animation, working on films like *Dinosaur*, *Treasure Planet*, *The Matrix, Reloaded*, *Shark Tale*, and *Everyone's Hero*.

Shanghai born, U.S. educated, and Hollywood trained, Chen epitomizes the mix of Eastern and Western sensibilities that has enabled Imagi to transform Asian anime properties into theatrical feature films for global audiences. “Yan’s Asian roots and Hollywood work experience gives him precisely the tools he needs to make *Astro Boy* resonate with audiences around the world,” said Douglas Glen, Imagi Co-CEO. “Yan understands how to tell Asian stories with Hollywood flair, and at the same time hold on to their Asian essence.”

“Making a big CG animated feature version of *Astro Boy* is a dream come true for any animator,” said Chen, “and all the more so for someone like me who grew up with both Tezuka (creator of *Astro Boy*) and Walt Disney.”

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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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