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**ASTRO BOY NAMED “GOODWILL AMBASSADOR” FOR JAPAN’S
2018/2022 FIFA WORLD CUP BID**

Imagi’s Astro Boy CG film goes into general release in Japan over “Sports Day” long weekend, following a successful world premiere in Tokyo

FOR IMMEDIATE RELEASE

Hong Kong (12 October, 2009) – Imagi International Holdings (HKEx: 585), a leading producer of CG-animated feature films with studios in both Hong Kong and the U.S., today announced that *Astro Boy* went into general release in Japan this past weekend, following a successful world premiere in Tokyo on 5th October. The news comes just days after Japan named Astro Boy as its “Goodwill Ambassador” for the country’s campaign to host the 2018/2022 FIFA World Cup.

“Japan’s decision to name Astro Boy as its Goodwill Ambassador is further evidence that Astro Boy is a Japanese icon with worldwide appeal,” said Chiong Kit Phoon, executive deputy chairman of Imagi.

Japan announced their FIFA World Cup bid intentions on 8th October at a press conference at the Japan Soccer Museum in Tokyo. At the media event, Astro Boy was introduced as the Goodwill Ambassador, with the Bid Committee presenting a custom animation of Imagi’s Astro Boy character wearing a soccer uniform.

At a recent parents-and-kids screening of *Astro Boy* held in Tokyo, Japan, *Astro Boy* was rated an average of 99 points out of 100 by kids and 91 points out of

100 by adults. When parents were asked whether they would recommend the film for adults, all answered “yes”.

“We are very pleased with the screening survey results and consider them a further vote of confidence in *Astro Boy* and its wide-reaching appeal,” said Mr. Phoon. “We have always had some concerns that, as Astro Boy is such an iconic figure in Japan and so close to the hearts of the Japanese people, it may be difficult for them to immediately accept an adapted version of the character and storyline,” said Mr. Phoon. “We were very conscious of this and made every effort to retain the soul and essence of the original, while repackaging it for a global audience.”

“Only in Hong Kong, where movie making is a true representation of “East meets West”, can Asian animators connect an iconic Japanese character, with the vision of a British director working in Hollywood to create such a sensitive interpretation. This skill will be very useful as we explore projects with PRC partners to present Chinese cultural icons in animation to the international market,” he said.

Astro Boy was produced by Maryann Garger (*Flushed Away*), directed by David Bowers (*Flushed Away*), and written by Timothy Harris (*Kindergarten Cop*, *Trading Places*) and David Bowers. The CG-animated motion picture features the voices of Freddie Highmore, Kristen Bell, Nathan Lane, Eugene Levy, Matt Lucas, Bill Nighy, Donald Sutherland and Nicolas Cage as ‘Dr. Tenma’.

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About Imagi

Imagi International Holdings Limited (Stock Code 585, OTCQX: IINHYY) is a listed company on the main board of the Hong Kong Stock Exchange. Imagi’s principal business is the development and production of CG-animated theatrical feature films. Imagi’s first theatrical movie *TMNT* was released in March 2007, opening #1 in U.S. box office revenue, the first time in history that an Asian animated film achieved that honor. Imagi has development and marketing operations in Los Angeles, California, and CG production studios at its Chai Wan (Hong Kong) corporate headquarters, as well as a Tokyo office involved in licensing. Imagi’s *Astro Boy* is set for worldwide theatrical release in October 2009. For further information, please visit www.imagi.com.hk and www.astroboy-themovie.com