



## NEWS RELEASE

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October 12, 2009

### CINEASIA 2009 TO HONOUR TWENTIETH CENTURY FOX INTERNATIONAL'S SUNDER KIMATRAI WITH DISTRIBUTOR OF THE YEAR AWARD

NEW YORK – CineAsia will honor Sunder Kimatrai, Vice President, Asia Pacific for Twentieth Century Fox International, with its “Distributor of the Year” award at the 2009 convention, announced Robert H. Sunshine, Managing Director of the event. Mr. Kimatrai will receive this honour at the CineAsia Final Night Banquet and Awards ceremony on Thursday evening, December 10 at the Grand Hyatt Hotel in Hong Kong.

“It is a great honour for CineAsia to be able to single out the achievements of Sunder Kimatrai by presenting him with the ‘Distributor of the Year Award’ at this year’s event,” noted Sunshine. “In the world of distribution, you couldn’t ask for a more dedicated and respected professional who has done so much for their company in bringing film into the hearts and minds of so many moviegoers internationally.”

In 1992 Sunder graduated from the Thunderbird School of Global Management in Glendale, AZ and shortly after joined Twentieth Century Fox International. He spent five years as Managing Director based in Bombay, India expanding the presence of Fox's films in the market and developing knowledge of the industry and relationships with key players which allowed him to play an integral role in the recent establishment of Fox's joint venture with Star to produce and distribute films in India.

In 1998 Sunder was re-assigned to Singapore as Managing Director of Singapore and Malaysia developing relationships in Asia which continue to this day.

In 2001 Sunder moved to Sydney to take on a new assignment as Managing Director of Australia - a role which broadened his perspective and understanding of the international entertainment industry and his first opportunity to take charge of a top ten market. In 2005, the area of his responsibility grew to include all of Asia with his appointment to the role of VP Asia Pacific.

Previous recipients of the “Distributor of the Year” award at CineAsia include: *Mark Zucker* of Sony Pictures Releasing International; *Erlina Suharjoho*, Warner Bros.; *Kurt Rieder* of United International Pictures; *Paul Hanneman & Tomas Jegeus*, Twentieth Century Fox International; *William Ireton*, Warner Bros.; *Jeff Forman*, Buena Vista International; *Roger Pollock*, UIP.

CineAsia 2009 will take place from December 8-10, 2009 at the Hong Kong Convention and Exhibition Centre in Hong Kong. It will feature screenings of upcoming Asian and major Hollywood films, sponsored events, timely and informative seminars and the CineAsia Trade Show. CineAsia is produced by the Nielsen Film Group, a division of Nielsen Business Media.

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