



NEWS RELEASE
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CINEASIA 2009 TO HONOR ZHOU XUN AS “STAR OF THE YEAR”

NEW YORK— Zhou Xun, versatile actress and star of *The Equation of Love and Death*, will be honored at CineAsia 2009 as the “Star of the Year”, it was announced by Robert H. Sunshine, Managing Director of the event in Hong Kong which takes place December 8-10 at the Hong Kong Convention and Exhibition Centre.

“It is a great honor for CineAsia to be able to recognize Ms. Xun as an award-winning actress whose various roles in her stellar career have received noted acclaim,” noted Sunshine. “It is very exciting for us to recognize Ms. Xun and we look forward to following her career in the years to come.”

Zhou Xun is one of the most talented female actors in Asia. She is also the only Chinese language actress to earn as many acting awards from as many different film awards across Asia. Zhou Xun shot into the international spotlight and garnered praise for her acting skills for her first starring role in *Suzhou River* (2000), for which she won Best Actress at the 15th Paris Film Festival. Already a household name with a large fan base in China thanks to roles in several of China’s most beloved television series, her silver screen image served to affirm her acting talent. Zhou Xun continued to garner international acclaim, as well as the praise of critics and fans back home for art house films such as *Hong Kong-Hollywood* (2000) and *Balzac and the Little Chinese Seamstress* (2001).

Zhou Xun's acting career had a watershed year in 2006. For her role in Peter Chan’s *Perhaps Love* (2005), she took home Best Actress for every major Chinese language film award. *Perhaps Love* is considered to be one of Zhou Xun's most influential works. In 2008, the actress reemerged from a two year hiatus with three films: *The Equation of Love and Death*, *Painted Skin* and *All About Women*. Earlier this year, she won Best Actress for *The Equation of Love and Death* at the Asian Film Awards in March and the Chinese Golden Rooster Awards in October.

As an 18-year veteran of acting, Zhou Xun has won every major Chinese language and many Asian region film awards including: Hundred Flowers Awards (China), Hong Kong Film Awards, Golden Bauhinia Awards (Hong Kong), Golden Horse Awards (Taiwan), Asian Film Awards and more. The depth of her achievement is unprecedented in the Chinese language film world. In 2009, Zhou Xun stars in three major productions: *Su Qi-Er (a.k.a. True Legend, The Message* and *Confucius*. Each role could not be more different.

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Aside from being very active in the field of acting, Zhou Xun also works tirelessly to promote environmental protection. In 2008, she became the first UNDP China National Goodwill Ambassador promoting environmental awareness. In 2009, the municipal governor of Shanghai ordained Zhou Xun the official Green Ambassador for the 2010 Shanghai Expo. Zhou Xun is one of the most influential Chinese celebrities and her affinity for environmental protection has earned her the media moniker "environmental queen."

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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