



NEWS RELEASE
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CINEASIA 2011 TO HONOR TOEI and T-JOY'S NAOSHI YODA
WITH "EXHIBITOR OF THE YEAR" AWARD

New York – Naoshi Yoda, Executive Officer of TOEI Company, Ltd and Executive Managing Director of T-JOY Co., Ltd, will be honored with the CineAsia “Exhibitor of the Year” award at this year’s convention in Hong Kong. This Award will be presented as part of the Gala Final Night Banquet and Awards Ceremony on Thursday, December 8th at the Grand Hyatt Hong Kong.

“It is a great honor to be able to single out the achievements of Yoda-san at this year’s CineAsia”, noted Robert H. Sunshine, Managing Director of the annual convention. “As the founder of T-JOY Co., Ltd. and AMAZONLATERNA Co., Ltd, Yoda-san is responsible for the deployment of digital and 3D cinema in one of the largest theatre circuits in Japan”.

Yoda-san joined the TOEI Company, Ltd in 1982, where he founded T-JOY Co., Ltd in 2000.

T-JOY Co., Ltd manages a theater chain of multiplexes in Japan, currently 19 sites (190 screens). Yoda-san developed the business plan and led the early stage of T-JOY history as Director of Sales and Marketing.

From its foundation, T-JOY has pursued urban-type multiplex theaters and digital cinemas as its core strategy. Yoda-san has played a major role in leading the strategy and drawing the future corporate design. Taking the initiative in Japanese cinema industry, all of T-JOY’s cinemas were fully fitted with digital systems, including 3D, by July 2010.

Aside from the leading role in driving digitalization in multiplex theaters, he has been creating varieties of ODS (other digital stuff) a.k.a. alternative content, such as public viewings (live satellite feeds) and “GEKI X CINE” (PLAY/CINEMA).

Yoda-san also founded AMAZONLATERNA Co., Ltd and became CEO in April 2010, by a merger between AMAZON Co., Ltd, a TV production company, and LATERNA Co., Ltd, a film production and distribution company. By establishing AMAZONLATERNA, he has developed an infrastructure to create digital content.

In April 2010, AMAZONLATERNA and CJ Entertainment Inc., the largest film company in South Korea, established a joint venture, CJ Entertainment Japan Co., Ltd, designed to play a major role as an international hub in the Asian content market, led by Yoda-san as Representative Director. In June 2010, he became Executive Officer of TOEI Company, Ltd

In addition to his roles with TOEI, T-JOY and AMAZONLATERNA, Yoda-san is an Executive Board Member, Tokyo Area, Japan Association of Theatre Owners / Board Member, Nippon Academy-sho association (Japan Academy Prize Association)

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CineAsia 2011 will take place from December 6-8, 2011 at the Hong Kong Convention and Exhibition Centre in Hong Kong. It will feature screenings of upcoming Hollywood films, sponsored events, timely and informative seminars and the CineAsia Trade Show. CineAsia is produced by Prometheus Global Media, owner of leading entertainment publications and events including *Billboard* and the Billboard Latin Music Awards, *The Hollywood Reporter*, *Backstage*, *Adweek*, the CLIO Awards as well as ShowEast and CineEurope.

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