



The Venetian® Macao to play host to the prestigious VIDEOCON IIFA Weekend from 11th – 13th June, 2009

~ The lineup of exciting events and business forums announced and The IDEA IIFA Awards to be held at the CotaiArena ~

Macau, May 8 2009: After enchanting audiences in Bangkok last year, The **International Indian Film Academy (IIFA)** will celebrate the **VIDEOCON IIFA Weekend** and **IDEA IIFA Awards** in the exotic locale of The Venetian® Macao-Resort-Hotel. The 10th edition of IIFA will be held at the picturesque resort during June 11 – 13, 2009.

Like always, the **VIDEOCON IIFA Weekend** is a culmination of mega events that brings Indian cinema to the world. The Videocon IIFA Weekend includes the high-profile **FICCI IIFA Global Business Forum**, the **IIFA Fashion Extravaganza**, **world premieres** of Indian films and the climax of the Weekend, the spectacular **IDEA IIFA Awards**. The **IDEA IIFA Awards** is the biggest South Asian media event and is considered among the most-watched global annual events. Tickets to the IDEA IIFA Awards in CotaiArena™ will be available in various price categories. Bookings can be made online at www.cotaiticketing.com and by phone at (853) 2882 8818 Macau, (852) 6333 6660 Hong Kong, or in person at Sands Macao Lobby and CotaiArena™ Box Office.

The FICCI IIFA Global Business Forum 2009 will be held on the second day of the Videocon IIFA Weekend (12th June 2009). The Forum is an endeavor to bridge boundaries between India and the Videocon IIFA Weekend Host country and will be used to discuss further trade options between India and China. It is a dynamic global platform providing the industry with an opportunity to deliberate on a diverse range of business, bilateral economic and political issues. **Her Excellency Mrs. Nirupama Rao**, Indian Ambassador to the People's Republic of China, **Mr K K Modi**, Past President, FICCI and **Mr M Damodaran**, Former Chairman, Securities and Exchange Board of India (SEBI) among others will be among the speakers and chairpersons at this year's Business Forum.

After being announced in India last week, the commencement of public voting for the IDEA IIFA Awards 2009 was highlighted in Macao by IIFA Brand Ambassador Mr. Amitabh Bachchan. The announcement of the Nominations was done last week as a result of the industry voting for the IDEA IIFA Awards held earlier in March. Results of the industry voting were audited by PriceWaterhouse Coopers, the auditing firm for

the IIFAs and Oscars. It was also announced that the voting for the IDEA IIFA Awards would be open to audiences of Indian Cinema across the world. The voting will be open on www.iifabuzz.com in May and would continue till the end of May 2009. The results of the online voting would determine the winners, which would be announced on stage at the IDEA IIFA Awards presentation ceremony in Macao.

The 6 films that have been nominated for **Best Picture** this year are truly the topmost in each respective category. **'A Wednesday'** starring Naseeruddin Shah and Anupam Kher depicts the emotions of a common man in a city that has succumbed to terrorist activity. **'Dostana'** starring John Abraham, Abhishek Bachchan and Priyanka Chopra is a laugh riot and speaks volumes about the change in Indian audiences over the years. One of the most talked about action thrillers of the year has been **'Ghajni'** which stars Aamir Khan. The film portrays the life of a person suffering from forced amnesia. **'Jodhaa Akbar'** which stars Hrithik Roshan and Aishwarya Rai Bachchan, brings to light an important but forgotten bit of Indian history at a time much before India was privy to foreign capture. The other top films for the year have been **'Race'** which stars Saif Ali Khan, Katrina Kaif, Anil Kapoor, Bipasha Basu and Akshaye Khanna is filled with suspense and thrills the audience with its action and conspiracy. **'Rock On!!'** which stars Farhan Akhtar, is a story about four friends who create India's greatest rock band, but never quite make it. Years later, fate brings them together again and takes them on a soul searching journey to their past.

Speaking at the press conference announcing the 10th anniversary of the IDEA IIFA Awards, **Mr. Amitabh Bachchan, IIFA Brand Ambassador** said, *"On behalf of IIFA, I would like to thank everyone in Macao and China for welcoming the landmark 10th IIFA to this beautiful destination. This is the first time I have come to Macao and find it enchanting. 2009 celebrates a decade of IIFA magic that has enchanted the world with its enthralling experiences. We are very excited to bring the IIFA celebrations to The Venetian® Macao-Resort-Hotel."*

IIFA's tenth year celebrations promises to be bigger than ever before with a whole set of surprises at the Weekend. The **VIDEOCON IIFA Weekend** is conceptualized and promoted across the world by Wizcraft International Entertainment Pvt. Ltd. Speaking on their first association as the **VIDEOCON IIFA Weekend** title sponsor, **Mr Sunil Tandon, CMO Videocon Group** said, *"Videocon has always believed in enriching customer experience. We are honored to collaborate with IIFA as we see a perfect fit between IIFA and Videocon's brand ideologies. Both Videocon and IIFA are leaders in their space of operation as we together plan to bring to you the most exciting weekend that you can ever imagine – the Videocon IIFA Weekend."*

In its tenth year, IIFA continues its association with Idea Cellular, India's leading cellular service provider. Speaking on the occasion, **Mr. Pradeep Shrivastava, Chief Marketing Officer, IDEA Cellular**, said, *"IDEA's continued association with IIFA for another 3 years is built on a long and successful alliance for IDEA IIFA Awards. Through this partnership, IDEA will look forward to add the strength of Mobile technology to the magic of Indian film stars and Cinema. IDEA subscribers in India will experience many new and innovative value added services which connects cinema lovers to their favorite stars designed on the theme of globally popular IIFA Awards"*.

The Venetian® Macao-Resort-Hotel, like its sister-property in Las Vegas, is a Renaissance Venice-themed property featuring stunning replicas of Venice landmarks. The hotel offers 3,000 all-suite guest rooms, one-million square feet of retail space, the largest casino in the world, 1.2 million square feet of meeting, convention and exhibition space, and an arena that can host up to 15,000 seats.

“We are very proud to be a part of bringing the IIFA magic to Macao as the host of this magnificent event,” said **Mr. Stephen Weaver, President of Asian Region, Las Vegas Sands Corp.**, parent company of The Venetian® Macao-Resort-Hotel, *“With so many world-class sporting and entertainment events having already been hosted in our property, combined with all the amazing offerings of shopping, dining, leisure, and recreation, The Venetian® Macao is truly living up to its promise. It is a place where anything is possible!”*

Macao is a city on the move that has retained its unique blend of European and Chinese cultures that are over four centuries old. According to **Mr. Manuel Pires, Acting Director of the Macau Government Tourist Office (MGTO)**, *“This year is a significant year for us in Macao as we celebrate the 10th Anniversary of the establishment of the Special Administrative Region. Also being the tenth year for IIFA will add a memorable meaning to the celebrations in Macao. A special word of support to The Venetian Macao, the local host for all the preparations, which will contribute for an exciting event, as we in MGTO will take this opportunity to showcase Macao as a destination where the glamour of India’s film industry meets Macao’s very own blend of culture and excitement.”*

In its tenth year, IIFA steers forth to strengthen its vision of building bridges across businesses, communities, nations and cinemas creating ‘One People. One World.’ Having taken the Weekend and Awards to various beau locales world over, from London to Amsterdam, Dubai to Johannesburg, IIFA has created lasting experiences in these countries, opening new markets for Indian Cinema and its varied cultures.

As a platform that reaches out to millions of global television viewers, IIFA offers a phenomenal opportunity to deliver relevant messages to audiences. The event will be broadcast globally on STAR PLUS, India’s No. 1 entertainment channel, reaching over 150 million viewers across Asia, the Middle East, Europe and North America.

Mr. Paul Aiello, CEO, STAR, which holds the exclusive worldwide broadcast rights for the IIFA Awards 2009 said, *“For the fifth straight year, STAR is fortunate to be the exclusive worldwide broadcaster of the prestigious IIFA Awards, a monumental showcase for Bollywood, and one that rates very highly for us every year on STAR PLUS. Through our movie channels, our STAR Fox film Joint Venture, as well as the presentation of these kinds of prominent events, STAR is a major advocate and promoter of cinema in the region and we are thus proud to bring all of the excitement of this incredible show to viewers across the world.”*

To support IIFA’s ongoing pledge for environmental causes, electronics magnate Panasonic has come onboard to keep greening the IIFA’s. **Mr. Sabbas Joseph, Director, IIFA** said, *“We are proud of IIFA’s progression over the last 10 years and it is heartening to see IIFA celebrating a decade of magic at The*

Venetian® Macao in June 2009. IIFA 2009 will see the best line-up of performances and entertainment par excellence as the best of Indian cinema will descend on Macau.”

In its effort to contribute to society and the world at large, IIFA continues its green campaign which is aimed at creating awareness and initiate action amongst masses on various environmental concerns. **Mr Daizo Ito, CEO Panasonic India**, “It is indeed a privilege to be associated with IIFA which is known to recognize excellence in the field of Indian cinema on a global platform. Our association as the green sponsor provides us the platform to communicate our philosophy of ‘**Eco Ideas**’ that champions the cause of a greener environment.”

The events of the **VIDEOCON IIFA Weekend** are expected to boost tourism in the host region of Macau and attract extra visitors from all over the world. More than 500 luminaries from the Indian film industry will be traveling for this spectacular event along with some of the world’s best-known international celebrities. The Associate Partner – PVR Cinemas and the Associate Sponsor of The Videocon IIFA Weekend 2009 – Gitanjali Group have also come on board for IIFAs tenth year celebrations.

About IIFA

The International Indian Film Academy, conceptualized and produced by Wizcraft International Entertainment Pvt. Ltd. is supported by the key members of the Indian film fraternity. IIFA is the most respected South Asian film academy and its main highlight, the IIFA Awards is India's biggest media event. With a viewership of almost 600 million worldwide, the IIFAs are among the world's most-watched annual entertainment events.

From a one night celebration in 2000 at the Millennium Dome, London, the last nine years have seen the International Indian Film Academy (IIFA) movement grow into a cine-packed weekend of film-festivals, workshops, exhibitions, film-showcases, global business forums and sporting events, all of which climaxes into the IIFA Awards. The IIFAs have been celebrated in London, Sun City, Johannesburg, Singapore, Malaysia, Dubai, Amsterdam, Yorkshire and the last edition was hosted by Thailand in the amazing city of Bangkok. This year, IIFA celebrates its 10th anniversary scheduled for June 2009 at The Venetian® Macao-Resort-Hotel in China. IIFA 2009 vows to be a virtuoso, enthralling Weekend; while the IIFA Awards will seek celebrate A Golden Decade in Indian Cinema.

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