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**Internationally renowned actor Tony LEUNG Ka-fai as
Jury President for the 4TH Asian Film Awards**

[Hong Kong, 13 January 2010] The Hong Kong International Film Festival Society has announced today that internationally renowned actor Tony LEUNG Ka-fai will undertake the role of Jury President for the 4th Asian Film Awards.

With an illustrious career spanning over 25 years in the film industry, the Hong Kong native is best known on the international stage for his captivating performances in Jean-Jacque Annaud's *The Lover*, and in the Taiwanese horror feature *Double Vision*. Leung has also starred in numerous popular Chinese movies, such as *The Myth*, *Everlasting Regret*, *Election*, and most recently, the action drama *Bodyguards and Assassins*.

“Tony Leung is an inspiration for all of us working in Asian cinema, and we are deeply honoured to have him as our Jury President this year,” says SHAW Soo Wei, Executive Director of the HKIFFS. “Delivering performances with an impressive range of skill, wit, charm and passion, Tony possesses the qualities we look for in every AFA-nominated film.”

“I feel very honoured to be the Jury President for the 4th AFA. In recent years, Asian films play a significant role in the international film industry, I am amazed by the collective efforts of filmmakers this year. It was such a challenge to select the nominations from hundreds of superb films this year, which are all part of a display of exquisite talent in Asian film. The world class productions you see today require a lot of dedication and beliefs.” says Leung.

Leung is one of the most respected Asian actors in film industry, having served as jury member at the 9th TOKYO FILMeX in 2008. He was also nominated for, and has received, various prestigious Asian film awards for his performances as actor and supporting actor. Leung's

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香港國際電影節協會有限公司

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successful career in film, as well as his professional knowledge and extensive experience in Asian cinema, makes him uniquely suited to be Jury President of the 4th AFA.

As Jury President, Leung is the head of Jury who will screen a pre-selected number of the best Asian films of the year, as well as advising on the selection and voting for a winner in the main categories. He will also be the spokesperson for AFA.

The 13-member AFA Jury comprises of film industry professionals from across the world. Their professional interests and expertise covers a range of work, including film criticism, production and film curating. They also play a vital role by advising on the selection of the main AFA nominees and voting for one winner in each of the main categories.

The 4th AFA Presentation Ceremony will take place on March 22, 2010 at the Hong Kong Convention and Exhibition Centre.

For further information, media only:

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Asian Film Awards (AFA)

Inaugurated in 2007, the Asian Film Awards (AFA) is an international pioneering programme, honouring filmmakers with outstanding achievements in the field of Asian cinema. Eminent filmmakers and superstars from around the world are invited to bestow awards upon winners of each category, making the ceremony an elaborate extravaganza. A jury panel, comprising of international professionals and prominent members in the community of world cinema, will select the award winners among eligible films produced in the region in that year. Over the years, prominent guests, stars and filmmakers who attended the AFA include: Oliver STONE, William HURT, Arthur COHN, Barrie OSBORNE, Harvey WEINSTEIN, Luc BESSON, Jet LI, John WOO, Rain, Andy LAU, Joan CHEN, Tony LEUNG, Michelle YEOH, SHU Qi, Josephine SIAO, HOU Hsiao-Hsien, Brillante MENDOZA, SONG Kang-ho, JEON Do-yeon, NAKATANI Miki, KWAI Lun-Mei, Priyanka CHOPRA and many more. The crowning awards presentation ceremony promises an evening of glitz and glamour that befits the honouring of the highest achievements in Asian cinema.

For more information, please visit the official AFA website at: <http://www.asianfilmawards.asia>

About The Hong Kong International Film Festival Society (HKIFFS)

Uniting the World through Film

The Hong Kong International Film Festival Society (HKIFFS) is a charitable, non-profit and non-governmental organization dedicated to the discovery and promotion of creativity in the art and culture of film. Through its year-round programs, the mission of the Society is to strengthen global appreciation of Chinese film culture and to promote inspiring films from around the world, enriching the cultural life of Hong Kong. Committed to the development of a vibrant film culture in Hong Kong and Asia, the Society organizes three annual flagship events in March and April: Hong Kong International Film Festival (HKIFF), Hong Kong-Asia Film Financing Forum (HAF) and Asian Film Awards (AFA). Passionately believing in the power of films to unite cultures and



generations, the HKIFFS is devoted to giving thousands of film lovers around the region direct access to the world's most inspired films all year round.

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