

**Seats are limited. Reservations are based on a first come first serve basis.*

PRESS RELEASE:

MURPHY, HOFFS & LEE: 3 ACCLAIMED HOLLYWOOD PRODUCERS DISCUSS JAPANESE IP BUSINESS.

JOIN ACCLAIMED PRODUCERS DON MURPHY, JASON HOFFS & ROY LEE AS THEY DISCUSS THEIR EXPERIENCES IN ADAPTING JAPANESE CONTENT FOR CROSS-OVER SUCCESS IN THE LUCRATIVE U.S. ENTERTAINMENT MARKET.

From horror remakes like “The Ring” and “Grudge” to manga/anime series like “Speed Racer” and “Astro Boy”, Hollywood has long been fascinated with Japanese motion picture content and animation innovation. However, with many from Spielberg to DiCaprio licensing Japanese content, has the creative well run dry? Where are the new advances and creations coming from in Japan right now? What is the next big thing? Can new ideas emanate from sources other than movies and anime? Can toys, games and manga fill the gap? Please attend our panel discussion at AFM on November 3 as our three noted producers discuss their experiences and insights in discovering how new “content” can serve as inspiration for films like “Transformers” and how you can tap into the new and innovative Japanese “idea streams”!

Date: November 3rd, 2010
Time: Door Opens: 3:30PM
Panel: 4:00PM~6:00PM
Location: Le Merigot Beach Hotel: Pacific I, II
1740 Ocean Avenue
Santa Monica, CA 90401 [Map](#)
Keynote: Tokuyuki Sudo
JETRO-Executive VP

To RSVP, please email the following information to epj_la@jetro.go.jp by **October 27th, 2010**:

1. Your Full Name
2. Your Company Name
3. Your Title
4. Type of Occupation (Film Buyer, Film Producer, Film Seller, Press, Others)
5. Your Email Address

**Entertainment Industry Press & Professionals Only
Seats are limited. Reservations are based on a first come first serve basis.

**Please provide all of the personal info for each of your guests (all guests must be in the entertainment industry).
For more info, please go to: www.jetro.org/afm*

Moderator:



Joyce Jun

Jun is an entertainment attorney in the Entertainment Department of the Los Angeles office of Katten Muchin Zavis Rosenman. Jun handles film and television distribution, entertainment financing, licensing, multimedia and communication businesses. Her principal clients are entertainment funds, film production companies, film distributors, advertising agencies, electronics and communications companies. She consults with various Hollywood studios such as Warner Bros. and Universal Studios as well as major production companies in acquisition of Japanese literature, manga, movies, video games and toys for remakes in the U.S. films and TV series. She has helped major Japanese publishers, studios and other rights holders to work with major Hollywood studios and productions companies to exploit film and TV rights for Japanese properties such as “Akira”, “Pluto”, “Old Boy”, “Dark Waters”, “Letters From Iwo Jima” and others.

Panelists:



Don Murphy (“Transformers”)

Don Murphy, has produced major motion pictures for the last eighteen years including “Natural Born Killers”, directed by Oliver Stone, “Apt Pupil” directed by Bryan Singer based on the Stephen King novella, and “Permanent Midnight” with Ben Stiller and the three “Transformers” films which were worldwide blockbusters. Don Murphy was born and raised in Long Island, New York. He attended Georgetown University in Washington DC, receiving a degree in Business Administration and English. Moving to California, Don went on to earn a Masters degree at USC film school. He and his partner Susan Montford run AngryFilms and have produced together “Shoot ‘em Up”, the upcoming Hugh Jackman film “Real Steel”

and “While She Was Out”, which Montford also directed. Don is working with some of the most talented and sought after writers and directors in the motion picture industry.



Jason Hoffs (Viz Productions)

After a stint as a producer at Sony Pictures, Hoffs returned to Dreamworks, and from 2004-2007 had an in-house, first-look producing deal at DreamWorks. In 2004, Hoffs served as Executive Producer on “The Terminal”, directed by Steven Spielberg. In 2008, Hoffs was named Head of Production at VIZ Productions, the new Los Angeles-based film production arm of San Francisco-based VIZ Media that packages its top selling Japanese manga with acting, directing and screenwriting talent, and to produce feature films. Current projects on the fast-track include “All You Need Is Kill” at Warner Brothers, with Doug Liman set to direct.



Roy Lee (Vertigo Entertainment):

Born in Brooklyn and raised in Maryland, Lee founded Vertigo Entertainment in 2001. He earned his first motion picture producing credit as Executive Producer on Gore Verbinski's 2002 blockbuster “The Ring.” He went on to Executive Produce “The Grudge(2004),” which starred Sarah Michelle Gellar and was based on the 2000 Japanese thriller, “Ju-On,” directed by Takashi Shimizu. In October 2006, Roy was Executive Producer of “The Departed,” a crime thriller at Warner Bros., directed by Martin Scorsese and starring Jack Nicholson, Matt Damon and Leonardo DiCaprio. It was Scorsese's highest grossing film and went on to win multiple Academy Awards including “Best Picture.

Host:



JETRO

The Japan External Trade Organization (JETRO) is a non-profit government related organization that promotes trade and investment between Japan and the rest of the world. For companies looking to expand or differentiate their product portfolios,

JETRO showcases goods that are uniquely Japanese. Companies can find products of the highest quality, design, creativity and manufacturing, as well as trends, in the following industries:

- Food
- Japanese Contents and IP, including film, anime, manga, gaming and music
- Industrial machines and equipment
- Healthcare related equipment
- Fashion
- Design, including industrial products and regional traditional arts & crafts

JETRO has been exhibiting at the American Film Market since 2004 bringing over 8 Japanese film distributors to showcase their library during the market. For more info on JETRO’s exhibitors for 2010, please go to www.jetro.org/afm

JETRO is also exhibiting at the American Film Market 2010.

To view JETRO’s list of exhibitors from Japan, please go to www.jetro.org/afm