



## *From Asia to the World: A new major player in the Asian film market is coming soon*

LATERNA Co., Ltd., a subsidiary of T-Joy Co., Ltd., Japan, and CJ Entertainment Inc., South Korea will come together to form a new joint venture

T-Joy Co., Ltd. has signed a contract with CJ Entertainment Inc., the largest film company in South Korea, to form a new company. Under the agreement, LATERNA Co., Ltd., a subsidiary of T-Joy Co. Ltd., a company primarily providing film production, finance, and distribution, will establish a joint venture company with CJ Entertainment Inc. The new company will begin offering film production, finance, and distribution services from the 1<sup>st</sup> April 2010.

The management boards of following three companies have approved the agreement;

T-Joy Co., Ltd. : Headquarters: Ginza 3-2-17, Chuo-ku, Tokyo 104-0061 JAPAN / CEO Yusuke Okada

LATERNA Co., Ltd. : Headquarters: Ginza 3-2-17, Chuo-ku, Tokyo 104-0061 JAPAN / CEO Naoshi Yoda

CJ Entertainment Inc. : Headquarters: 2nd FL 602, Sinsa-dong, Kangnam-gu, Seoul, 135-893 SOUTH KOREA / CEO Katharine Kim

The new joint venture company will undertake to:

1. Assist in developing the knowledge-base of CJ Entertainment, the top film company in Korea, which holds a share of over 30% of the market, and produces, finances and distributes a wide range of content.
2. Continue with the project to digitalize all cinemas in Japan by July 2010 and develop other new content, including ODS (Other Digital Stuff) in new spheres, as well as in film, which will be undertaken in conjunction with T-Joy, owners of the flagship multiplex, Shinjuku WALD9 (jointly-managed with TOHO CINEMAS LTD.), and other cinema complexes at major hubs.
3. Make use of the knowledge base of LATERNA CO. LTD., a company specializing in the financing and distribution of films to produce, finance and distribute Japanese films, arrange the distribution of Korean and other international films, organize joint international productions and organize the secondary distribution of films; and from it's base in Japan develop the enterprise from the Asian market out to the international stage.

The joint venture will also undertake to achieve an annual turnover of 10 billion JPY in five years time and will aim to become the major hub for the Asian film industry.

The outline of the new joint venture company is as follows:



## Outline of the new company

Company Name	TBA
Headquarters	Nishi-Shimbashi 2-7-4, Minato-ku, Tokyo 105-0003, JAPAN
Capital	TBA
Invested by	CJ Entertainment Inc., LATERNA Co., Ltd., and other companies under negotiations
Establishment Date	April 1st, 2010 (ESTIMATED)
Business to start on	April 1st, 2010 (ESTIMATED)
Primary Business	Movie production, finance, distribution, international co-production, and others.

### Contacts for this release

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