

MEDIA RELEASE

3 April 2008

First strike in Operation “Rein in the Rip Offs” Huge haul of pirate music

Earlier today, Victoria Police raided a music retailer in Sydney Road, Brunswick in Melbourne seizing thousands of allegedly pirate music CDs and DVDs. During the operation the retailer was forced to close its doors to the public as police searched the premises and removed five thousand discs openly on sale and extensive burning equipment that was housed in a back room.

The successful raid by Victoria Police marks the launch of Operation Rein in the Rip Offs. This nationwide operation is being spearheaded by Music Industry Piracy Investigations (**MIPI**) and will target unscrupulous retailers across Australia who are blatantly selling pirate music discs and ripping off consumers, songwriters, artists and legitimate music retailers.

Sabiene Heindl, General Manager of MIPI commended the Victorian Police on their commitment to tackling pirate activity in the state and said “This proactive raid by the Victorian Police signals the start of a national campaign by the Australian music industry to crack down on rogue traders that are damaging the music industry and ripping off consumers by selling pirate music. No matter where they are located, we will find illegal traders that are selling pirate music and take appropriate enforcement action.”

Ian Harvey, Executive Director of the Australian Music Retailers Association (**AMRA**) said “Many Australian music retailers are small family run businesses that simply cannot compete with pirates that are selling inferior music product at lower prices. AMRA wholeheartedly supports actions by the Australian music industry and law enforcement to hold these pirates accountable.”

Proactive criminal and civil enforcement action will continue across the nation as Operation “Rein in the Rip Offs” works to protect hard working songwriters, artists and small music businesses from those trading in stolen music.

A 35 year old male is currently assisting Victorian Police with their enquiries in relation to today’s raid. Criminal penalties for copyright infringement are up to \$60,500 and 5 years imprisonment per offence for individuals, and up to \$302,500 for corporations.

Interviews:

Sabiene Heindl – General Manager, MIPI
Telephone: 0412 969 653

Media Enquiries:

Samantha Hales – Communications Manager, MIPI
Telephone: 0422 604 668

About MIPI

Music Industry Piracy Investigations Pty Ltd (www.mipi.com.au) is the anti-piracy organisation for the Australian music industry. MIPI represents close to 125 music labels through their association, ARIA and over 1,700 music publishers and songwriters through their association, AMCOS.

MIPI operates a toll-free piracy hotline on **1800 06 16 16** and a report piracy form that can be accessed at www.mipi.com/report.htm.