

MEDIA RELEASE

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NSW POLICE REIN IN RIP-OFFS AT MARKET IN SYDNEY'S WEST

The NSW Police have sent a clear message to marketeers profiting from pirate music by emptying the Boot Hill market, Campbelltown of over a thousand allegedly pirate music discs earlier today. The police were assisted by investigators from the anti-piracy organisation for the Australian music industry, Music Industry Piracy Investigations (**MIPI**).

Sabiene Heindl, General Manager of MIPI said "Today's raid continues the excellent work of law enforcement in *Reining in the Rip-Offs* – an operation launched by the Australian music industry earlier this month. Consumers are increasingly getting fed up with being tricked into buying inferior pirate music product," she said. "It's not okay to sell pirate music in any setting including markets, and we at MIPI look forward to continuing to work closely with law enforcement across the nation to rein in these 'rip off' products."

The perpetrators are believed to have established a developed distribution network, operating at multiple markets across Sydney. CDs seized included popular titles from Eminem, AC/DC, Black Eyed Peas and INXS.

The investigation was first prompted by reports through MIPI's Report Piracy hotline from consumers who had unwittingly purchased the inferior pirate music product. MIPI investigators took swift action to investigate the allegations and referred the matter to Macquarie Fields Local Area Command.

MIPI encourages consumers who believe they may have purchased pirate music from markets or other locations to come forward by calling **1800 06 16 16** or visiting MIPI's web site at www.mipi.com.au. MIPI also routinely writes to markets across Australia to educate organisers on ensuring their vendors follow copyright laws and sell only legitimately produced music product.

A 43 year-old male, a 58 year-old male and a 40 year old woman are assisting the NSW Police with their enquiries.

Criminal penalties for copyright infringement are up to \$60,500 and five years imprisonment per offence for individuals, and up to \$302,500 for corporations. Police can also issue on-the-spot fines of \$1320.

For interviews with Sabiene Heindl, MIPI contact:

Samantha Hales – (02) 8569 1177
After hours: 0412 969 653

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.au/report_piracy/report.htm.