



**FOR IMMEDIATE RELEASE:  
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**WORLD FIRST AS DOGS TRAINED TO DETECT DVDS**  
*Partnership with FedEx and HM Revenue & Customs to  
Stop Pirate DVD Imports*

*United Kingdom, Los Angeles* - - The Federation Against Copyright Theft (FACT), express delivery company FedEx and HM Revenue & Customs, has joined forces to launch an exciting new initiative to help combat DVD piracy.

As part of a project promoted by the Motion Picture Association of America, Inc. (MPAA), FACT instigated the training of two black Labradors named Lucky and Flo (pictures attached) by one of the world's leading experts in the field whose other clients include police, fire and rescue service. The dogs were trained over an eight month period to identify DVDs that may be located in boxes, envelopes or other packaging, as well as discs concealed amongst other goods which could be sold illegally in the UK. These DVDs are often smuggled by criminal networks involved in large scale piracy operations from around the world.

For their first major live test, Lucky and Flo were put to work at FedEx's UK hub at Stansted Airport and were immediately successful in identifying packages and parcels containing DVDs for destinations in the UK.

*"This is the first time dogs have been used anywhere in the world to search for counterfeit DVDs and the results were amazing, said Raymond Leinster Director General of FACT. "With the cooperation and assistance of FedEx and Customs we were able to properly test the dogs in a real life situation and prove that they can work in a busy airport environment."*

Mary Callahan, Director Optical Disc Operations, Worldwide Anti-Piracy MPAA, added, *"Lucky and Flo's immediate success in locating DVDs in transit offers us a new and highly effective means of detection for counterfeit discs."*

*"FedEx was glad to assist in Lucky and Flo's first live test in a working situation. They were amazingly successful at identifying packages containing DVDs, which were opened and checked by HM Customs' representatives. While all were legitimate shipments on the day, our message to anyone thinking about shipping counterfeit DVDs through the FedEx network is simple: you're going to get caught. FedEx employs state-of-the art security, and now Lucky and Flo are on the case,"* said UK Managing Director, Trevor Hoyle.

HM Revenue & Customs Detection Manager Ian Chadwick said, *"As an organization, we are delighted to work with FACT and FedEx to help stop the trade in counterfeit DVDs. These dogs are one of a number of powerful tools in detecting organized crime. I don't think that members of the public realize that each time they buy a counterfeit DVD they are supporting criminal activity"*

## **DVD Piracy Facts**

- In 2005 FACT seized over 2m pirate DVDs.
- The criminal gain in the UK from piracy was £278m in 2005.
- Organized criminal networks involved in film piracy are also often implicated in other serious crimes such as human smuggling, exploitation of children, possession of firearms and benefit fraud.

For further information or enquiries on the dog training please contact FACT.

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### **For further information:**

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### **Notes to editors:**

#### ***About FACT***

The Federation Against Copyright Theft is the UK's leading trade organisation established to protect and represent the interests of the film and broadcasting industry against copyright and trademark infringements. Established in 1983, FACT works closely with statutory law enforcement agencies to combat the growth of pirate DVDs, film and other forms of broadcast material including the increasing threat from online/internet-based piracy. FACT has been accepted as a prosecution authority and engages in criminal prosecutions in its own right.  
[www.fact-uk.org.uk](http://www.fact-uk.org.uk)  
[www.piracyisacrime.com](http://www.piracyisacrime.com)

#### ***About the MPAA***

The Motion Picture Association of America (MPAA) serves as the voice and advocate of the American motion picture, home video and television industries from its offices in Los Angeles and Washington, D.C. Its members include: Buena Vista Pictures Distribution; Metro-Goldwyn-Mayer Studios Inc.; Paramount Pictures; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios, LLP; and Warner Bros. Entertainment Inc.  
[www.mpa.org/](http://www.mpa.org/)

#### ***About FedEx Express***

FedEx Express is the world's largest express transportation company, providing fast and reliable delivery to more than 220 countries and territories. FedEx Express uses a global air-and-ground network to speed delivery of time-sensitive shipments, usually in one to two business days with the delivery time guaranteed.  
[www.fedex.com](http://www.fedex.com)

#### ***About HM Revenue & Customs***

For further information on HM Revenue & Customs please check out our website:  
[www.hmrc.gov.uk](http://www.hmrc.gov.uk)