



NEWS RELEASE
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CINEASIA 2011 TO HONOR LI BINGBING
WITH “FEMALE STAR OF THE YEAR AWARD”

New York – Li Bingbing will be honored with the “Female Star of the Year Award” at the CineAsia convention in Hong Kong. This Award will be presented as part of the Gala Final Night Banquet and Awards Ceremony on Thursday, December 8th at the Grand Hyatt Hong Kong.

“It is a great honor to be able to single out the notable achievements of Li Bingbing at this year’s CineAsia,” noted Robert H. Sunshine, Managing Director of the annual convention. “Ms. Bingbing is a wonderful actress who has delighted movie-goers not only in Asia, but internationally as well.”

From 2000 to now, Bingbing rose to stardom with her ever-growing acting talent. Many awards came along the way, rewarding Bingbing for her outstanding work. In 2000, Bingbing received the Best Actress award during the 13th Singapore International Film Festival for her role in the movie SEVENTEEN YEARS. In 2007, she won a Huabiao Award for Most Outstanding Female Actor and a Golden Rooster Hundred Flowers Film Award for Best Leading Actress in the movie THE KNOT. In 2009, the performance in the well-received movie, THE MESSAGE, brought her the Golden Horse Award (Taiwan) for Best Actress.

In recent years, Bingbing's popularity overseas has grown rapidly. She starred in THE FORBIDDEN KINGDOM with Jackie Chan and Jet Li; the Wendi Deng produced movie SNOW FLOWER AND THE SECRET FAN, which also starred Hollywood actor Hugh Jackman and Korean actress Gianna Jun; THE REVOLUTION OF 1911 and the luxury production movie DETECTIVE DEE, which were all distributed internationally and very well received.

Bingbing is now in Canada making the new sequel of the RESIDENT EVIL Films. Bingbing plays the role of Ada Wong.

Besides her film career, Bingbing is also devoted to social causes such as environmental protection and charity. She is Asia's first International Goodwill Ambassador for UNEP as well as the Ambassador for WWF and its Earth Hour campaign in Asia.

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In 2009, Bingbing established her own charitable organization branded as L.O.V.E. Since then she has hosted and attended many events and projects such as the Million Forest campaign; Green Great Wall campaign and the UN Climate Change Conference in Copenhagen. All of these have had a great impact on Chinese society. Bingbing is therefore called the First Lady of Social Work in China by the media.

CineAsia 2011 will take place from December 6-8, 2011 at the Hong Kong Convention and Exhibition Centre in Hong Kong. It will feature screenings of upcoming Hollywood films, sponsored events, timely and informative seminars and the CineAsia Trade Show. CineAsia is produced by Prometheus Global Media, owner of leading entertainment publications and events including *Billboard* and the Billboard Latin Music Awards, *The Hollywood Reporter*, *Backstage*, *Adweek*, the CLIO Awards, as well as ShowEast and CineEurope.

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