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Wm Morrison Supermarkets PLC to join Industry Trust for IP Awareness Ltd

Grocer of the Year, Wm Morrison Supermarkets PLC, has joined forces with the entertainment industry to help tackle copyright theft by becoming a member of the Industry Trust for IP Awareness Ltd.

With £258million lost to the retail sector in 2007 due to counterfeit products, the partnership shows Morrisons' commitment to helping the British TV and Film industry tackle the continuing threat of copyright theft.

Morrisons joins the Trust at a crucial time as it enters the second phase of a new communications campaign, launched in July 2007. The campaign aims to reach the one in three consumers who engage in copyright theft by taking a multi-channel approach, including TV advertising, online communications and PR, and using tailored messages for different audiences.

Liz Bales, Director-General of the Industry Trust, said: "We are delighted that Morrisons has decided to support the Trust. In 2007, 1,000 jobs across the retail, rental and production sector were lost to film theft. The TV and Film Industry spans many sectors. It's only by forging partnerships across all these sectors that we'll be able to tackle this growing problem."

John Vinuesa, Home & Leisure Trading Director, Wm Morrison Supermarkets PLC said: "With our DVD market share having doubled in the last year, this is the ideal time for us to join the Industry Trust. As an industry it is important we unite to tackle the growing problem of copyright theft in the UK and, at Morrisons, we wanted to actively support the Industry Trust's campaigns".