

Press Release



THE BANK OF NEW YORK MELLON

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The Bank of New York Mellon Appointed as Depository Bank by IMAGI

NEW YORK, January 22, 2009 – The Bank of New York Mellon, the global leader in asset management and securities servicing, has been selected by Imagi International Holdings Limited (IMAGI) as the depository bank for its American depository receipt (ADR) program. Each IMAGI ADR represents 100 ordinary shares. The ADRs trade on the over-the-counter market under the symbol “IINH” and are listed on the International OTCQX. IMAGI’s ordinary shares trade on the Hong Kong Stock Exchange under the symbol “585.”

IMAGI develops and produces computer graphics (CG) animated feature films for worldwide audiences. The company has development operations in Los Angeles and CG production studios at its Chai Wan (Hong Kong) headquarters. IMAGI’s first theatrical movie, *TMNT*, was released in March 2007. Its next motion picture, *Astro Boy*, is slated for global release in October 2009.

“After careful consideration, we selected The Bank of New York Mellon as depository because of its unmatched experience with DR programs from Hong Kong,” said Douglas Glen, chief executive officer of IMAGI. “We are confident the Bank has the resources to help us effectively reach U.S. investors and generate demand for our DRs.”

“We are delighted to be working with IMAGI,” said Michael Cole-Fontayn, chief executive officer of The Bank of New York Mellon’s Depository Receipt Division. “As the depository for 80% of sponsored DRs from Hong Kong, we have the expertise to help IMAGI develop strategic outreach initiatives designed to broaden its U.S. shareholder base.”

The Bank of New York Mellon acts as depository for more than 1,300 sponsored American and global depository receipt programs, acting in partnership with leading companies from 64 countries. With an unrivaled commitment to helping securities issuers succeed in the world’s rapidly evolving financial markets, the Company delivers the industry’s most comprehensive suite of integrated depository receipt, corporate trust and stock transfer services. Additional information is available at www.bnymellon.com/dr.

The Bank of New York Mellon Corporation is a global financial services company focused on helping clients manage and service their financial assets, operating in 34 countries and serving more than 100 markets. The company is a leading provider of financial services for institutions, corporations and high net-worth individuals, providing superior asset management and wealth management, asset servicing, issuer services, clearing services and treasury services through a worldwide client-focused team. It has \$20.2 trillion in assets under custody and administration, \$928 billion in assets under management and services more than \$11 trillion in outstanding debt. Additional information is available at www.bnymellon.com.

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