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Cung Le Gets Role in Never Submit

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Imperia Entertainment Casts Undefeated MMA fighter and Three Time World Kickboxing Champion [Cung Le \(Pictures\)](#) in MMA movie "Never Submit"

BEVERLY HILLS, Calif. --- Jan 30, 2007 Imperia Entertainment, Inc. (Pink Sheets: IPEI) President James Hergott announced today that he has cast undefeated MMA fighter and three time world Kickboxing Champion [Cung Le \(Pictures\)](#) in the role of villain, "Ricardo" in the world's first MMA feature film, "Never Submit." "We are pleased to have a star of Cung's caliber on the team. Cung has won all of his MMA fights by KO or TKO in the first round and is an exciting fighter and talented actor." said Hergott. "I am very excited to be on board," said [Cung Le \(Pictures\)](#).

ABOUT CUNG LE

In 1975, three days before the fall of Saigon, [Cung Le \(Pictures\)](#) and his mother Anne escaped Vietnam by helicopter under heavy gun fire. They spent several difficult months in a refuge camp in the Philippines until the time they where reunited with some of their family members. Luckily, they had a sponsor in America and were able to start their new lives in San Jose, California. Growing up as a skinny Vietnamese refuge, [Cung Le \(Pictures\)](#) was an easy target for bullies to pick on, often used for practical jokes, pushed around and even beat up. Most of these bullies never even knew his name and often referred to [Cung Le \(Pictures\)](#) as a nip, chink, or gook.

Today the name [Cung Le \(Pictures\)](#) is one of the most famous names in the Martial Arts Fight World as "... pound for pound one of the most exciting fighters of all times (Dave Carter, Inside Kung Fu)." [Cung Le \(Pictures\)](#) is not only a three-time world champion who is in his prime, he is also a dedicated father and role model to millions. [Cung Le \(Pictures\)](#) has made a tremendous impact on martial arts and continues to expand his arsenal of tools with the addition of Jujitsu training. His popularity as a fighter has brought San Shou Kung Fu to the forefront of the fight world and is catapulting Le into the main stream.

Most recently, Le was featured on a television series called JOURNEY OF A CHAMPION. His beginning, his challenges, his victories, and the road ahead are featured in three unforgettable episodes. He is also the subject of a documentary that chronicles his life "[Cung Le \(Pictures\)](#), The Making of a Champion", beginning with Le as a child in Vietnam, following him as a wrestler in college and taking the audience ringside for his many hard fought victories. The film also takes you behind the scenes to see the type of grueling training that makes a champion. Le was also the featured guest for The Discovery Channel documentary titled, "On the Inside: Martial Arts."

Le has made appearances on the covers of several of the most renowned martial arts publications in the world, including Black Belt Magazine, Inside Kung Fu, Wushu Kung Fu, Martial Arts Illustrated, ESPN the magazine and the cover of DirecTV. A testament to his high status in Asia, an article on Le was also published in the Japanese version of Black Belt Magazine, the Bible of Martial Arts. Le has also captivated his television audience with outstanding victories on ESPN2 StrikeForce, Pay-Per-View's K-1 Superfights, DRAKA Championships and Shidokan, The Triathlon of Martial Arts. At the prestigious 2004 Asia Entertainment awards, Le was honored as the most famous Vietnamese Martial Artist in the world. He received this award in Los Angeles amid a first class Oscars-like ceremony. With this honor Le is now in possession of over 35 major awards.

ABOUT "NEVER SUBMIT"

"Never Submit" is a movie set in the world of MMA. The performances will be a mix of nationally recognized actors and fighters. Auditions are being held across the country looking for actors and fighters for the movie. Inquiries pertaining to fighters and actors interested in auditioning for roles, potential sponsorship opportunities available to companies/vendors and MMA media requests should be made via e-mail to Stephanie Johnson at neversubmitmovie@gmail.com

"Never Submit" is an inspirational tale similar to "Rocky," but the lead character is an intelligent young

man (as are most fighters competing in this sport) rather than a beaten-down punch-drunk fighter. An amazing cast of characters will round out this film; each from different walks of life; each with his own set of circumstances and motivating factors driving him to be the best. "Never Submit" is a metaphor describing the way these athletes live their lives.

Imperia Entertainment recently announced a partnership with TapouT Magazine (www.tapoutmagazine.com) as part of a cross-country tour to promote the publication as well as the movie. Stops at select dojos to hold auditions for "Never Submit" are being finalized. TapouT Magazine readers can expect to see the mixed martial arts movie prominently featured in the bi-monthly publication throughout the casting, filming and theatrical release stages, as well as enjoy behind the scenes details from "Never Submit" director James Hergott, one of TapouT Magazine's newest contributors.

"Never Submit" is featured on myMMAspace.com. myMMAspace.com is the fastest growing mixed martial arts (MMA) destination site on the Internet. The site features traditional social networking features and tools like Myspace, but also provides specialized tools for MMA fighters, brands, promoters, and fans to communicate and interact in an MMA focused environment. www.myMMAspace.com The company's weekly internet radio show, Cage Side Live!, will feature interactive and entertaining interviews with MMA's top fighters, promoters, and personalities. James Hergott is scheduled to do an interview on the show Thursday, February 1st.

ABOUT IMPERIA ENTERTAINMENT

Imperia Entertainment, Inc. (www.imperiaentertainment.com) is a company that has emerged as a player in the area of independent film production and distribution, once monopolized by the major film studios. In conjunction with its distribution subsidiary, Imperia International Distribution, the company engages in investing in and producing and distributing full-length feature films. Along with its equity interest in "All That I Need" (www.allthatineed.net), released in theaters last year, and now being marketed for DVD distribution, Imperia's film properties include its feature film, "Say It In Russian" (www.sayitinrussianmovie.com), starring Faye Dunaway and Agata Gotova, "Brothers," by Tarquin Gotch ("Home Alone"), "Whiskers," a family film, made by Imperia's subsidiary, Muller Media, Inc. (Pink Sheets: MUME), and the award-winning "Autograph" television series (www.autograph.tv), which airs on the OlympuSAT system. This press release contains statements, which may constitute "forward-looking statements" within the meaning of the Securities Act of 1933 and the Securities Exchange Act of 1934, as amended by the Private Securities Litigation Reform Act of 1995. Those statements include statements regarding the intent, belief or current expectations of Imperia Entertainment, Inc. and members of its management as well as the assumptions on which such statements are based. Prospective investors are cautioned that any such forward-looking statements are not guarantees of future performance and involve risks and uncertainties, and that actual results may differ materially from those contemplated by such forward-looking statements. Important factors currently known to management that could cause actual results to differ materially from those in forward-statements include fluctuation of operating results, the ability to compete successfully and the ability to complete before-mentioned transactions. The company undertakes no obligation to update or revise forward-looking statements to reflect changed assumptions, the occurrence of unanticipated events or changes to future operating results.

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