

## Golden Village Unveils Cinema Experience Programs for 2007

Year round "GOLDEN VILLAGE EXPERIENCE" activities planned for movie fans of all ages

**Singapore, 9 May 2007** – Today, Golden Village unveils its "GOLDEN VILLAGE EXPERIENCE" – a slate of activities planned for movie-goers in Singapore. "GOLDEN VILLAGE EXPERIENCE" introduces a wide range of engaging activities for movie-goers of all ages and families in Singapore to enhance their cinema-going experience.

Starting off with the Golden Village Win-Big promotion (1 May-1 July 2007), where patrons can get a sure-win scratch card for every two tickets purchased, the "GOLDEN VILLAGE EXPERIENCE" will include the following activities and offerings:

- a. **Movie Marathons** – In conjunction with the May-June blockbuster season, Golden Village organizes three triple-bill movie marathons for *Spider-Man 3* (4 May), *Pirates of the Caribbean: At World's End* (23 May) and *Ocean's Thirteen* (8 June).
- b. **Hello Music Land – Live Interactive Musical Show for families** – Golden Village VivoCity brings back for a 2<sup>nd</sup> season *Hello Music Land* - Australia's most exciting, five dimensional magical musical mix of movie & live show to 'wow' Singapore's audiences from 24<sup>th</sup> May to 3<sup>rd</sup> June.
- c. **Surprise Screenings** – Early monthly preview screenings at \$6 per ticket – patrons can choose to buy tickets where movie titles are not revealed. Surprise screenings are held every 2<sup>nd</sup> Tuesday of the month.
- d. **Cinema Europa Blog Aloud** - Movie fans and bloggers can get together and discuss a movie after the preview screening with filmmakers. Feature films include *Legend of the Sea*, *Gone Shopping* starring Kym Ng and Adrian Pang, and Royston Tan's *881*.
- e. **Gold Class Degustation Menu** – The epitome of luxury cinema experience will raise its bar of excellence by providing Gold Class patrons with delectable dishes specially created by Chef David Yong (July).

“As Singapore’s cinema market leader, we see it as our role (and great pleasure!) to drive the industry by constantly thinking out of the box and serving our patrons in the most innovative, exciting, and comprehensive ways” says Kenneth Tan, Managing Director of Golden Village Multiplex. “The GOLDEN VILLAGE EXPERIENCE is simply unmatched anywhere else. Golden Village delivers the widest variety, the highest quality, and the greatest value added for movie buffs of all ages and walks of life.”

Other “first” experiences introduced by Golden Village:

- a. **Multiplex for Cinemas** – Golden Village was the first cinema chain in Singapore to introduce multiplexes to the public. First multiplex opened was Yishun 10, launched 15 years ago in May 1992. Currently Golden Village runs 9 multiplexes housing 73 screens: Yishun, Bishan Junction 8, Tiong Bahru Plaza, Jurong Point, Tampines Mall, Marina Square, Great World City, Plaza Singapura, and VivoCity.
- b. **Remote Ticketing** – Golden Village is the first cinema to offer remote ticketing i.e. phone (1992), website (1997) and kiosk (2001)
- c. **Cinema Seating and Experiencing Concepts** – Golden Village was the first cinema chain to install cup holders onto the seats and to implement the radius seating arrangement. That means, the seats are positioned in such a way, whether the patrons are seated on the left or right, they get to appreciate the full picture without spraining their necks.
- d. **GV Gold Class** – Golden Village was the first chain to introduce the Gold Class cinema in 1999. Located at GV Grand and GV VivoCity, the plush Gold Class hall offers patrons a more lavish way of watching movies. Tickets start from \$25 a pop and patrons get waiter service, a personalized booking hotline and access to the Gold Class lounge with a great selection of fine dishes and wine.
- e. **Champagne and Chocolates Indulgence** – In 2005, Golden Village hosted gourmet sessions at Gold Class with champagne, a pre-movie chocolate fountain dessert reception and a three-course serving of chocolate desserts taking place during the movie.
- f. **Scentertainment** – In 2005, Golden Village Multiplex and scent maker la Brise have partnered for the movie release of *Charlie & the Chocolate Factory* to present a special aromatic experience at the cinemas. A chocolate aroma released during the screening of the movie allowed cinema audiences to be transported aromatically to Willy Wonka's factory.
- g. **Mandarin Dubbed Blockbusters** – Golden Village was the first chain to screen a Mandarin-dubbed Hollywood blockbuster — 1994’s *The Lion’s King*, and the only cinema in Singapore to screen dubbed in Mandarin *Chicken Little*.

- h. **International Film Festivals** – First to integrate film festivals into a commercial multiplex environment. Prior to that, film festivals in Singapore were usually held in multi-purpose, non-theatrical venues. The first festival was in 1995 at Tiong Bahru, where GV has done countries from Iceland to Peru which is truly international!
- i. **Great 8 Movie Marathon** – The first ever 24 hour movie marathon held in 8 GV cinemas to benefit a charity. Participants paying \$100 each watched 8 movies and took part in the movie quiz that was held at the end of marathon.
- j. **Midnight Movie Treats for Soccer Fans** – In July 2006, Golden Village showed one movie before each live screening of the last four 2006 FIFA World Cup matches at GV Plaza, Plaza Singapura.
- k. **Guy's Night Out** – Golden Village organized in 2006 a special evening with films for guys': *Jarhead* and *Munich* at Golden Village Marina.
- l. **Real-D Digital 3D Cinema** – GV VivoCity is the only venue in Singapore that is equipped with the revolutionary 3-D technology. The hall has shown from end of 2006 several amazing 3-D shows such as *Monster House*, *Nightmare Before Christmas* and *Meet the Robinsons*.
- m. **Music and Lyrics Retro Date** – In March 2007, GV Marina was transformed into a 80s dine and movie spot preceding the screening of *Music & Lyrics*.
- n. **An Intimate and Lavish Affair at GV Gold Class** – For Valentine's Day 2007, GV Gold Class offered patrons a romantic package of movie, two glasses of champagne, beauty products and spa vouchers.

For more information, please visit [www.gv.com.sg](http://www.gv.com.sg).

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### **About Golden Village Singapore**

Golden Village Multiplex Pte Ltd is Singapore's leading cinema exhibitor with 9 multiplexes housing 73 screens: Yishun, Bishan Junction 8, Tiong Bahru Plaza, Jurong Point, Tampines Mall, Marina Square, Great World City, Plaza Singapura, and VivoCity. The company and circuit are renowned for prime locations, state-of-the-art design, the widest choice of movies, and leading-edge marketing. Film distribution arm Golden Village Pictures Pte Ltd releases an average of 30 to 40 titles per year, ranging from blockbusters such as the MATRIX trilogy, CONSTANTINE and HAPPY FEET to international arthouse hits like THE MOTORCYCLE DIARIES and SUPER SIZE ME.

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