



FOR IMMEDIATE RELEASE

**WIN BIG THIS BLOCKBUSTER SEASON
WITH SINGAPORE'S BIGGEST MOVIE EXHIBITOR**

Movie-goers stand to win over \$4,000,000 worth of prizes at Golden Village

Singapore, 24 April 2008 – Today, Golden Village announces its second “Watch, Scratch & Win!” cinema promotion where cinema patrons will get to win over **\$4,000,000** worth of prizes at all Golden Village cinemas.

Every day from 1 May to 31 July the first 500 patrons who visit any Golden Village cinemas will get a sure-win scratch card with every pair of tickets purchased. Prizes include Jetstar air-tickets, TIMEX watches worth \$300, premium gym memberships from Fitness First, spa treatments from [comfort space] HelioAsia, Kenko Wellness, movie tickets, Gold Class dining vouchers and special prizes from Carl’s Jr, EpiCentre, Page One bookshop, St James Power Station, and StarHub.

“The coming blockbuster season looks to be exciting, studded with must-see movies like *SPEED RACER*, *GET SMART*, *INDIANA JONES AND THE KINGDOM OF THE CRYSTAL SKULL*, *KUNGFU PANDA*, *IRON MAN*, *THE CHRONICLES OF NARNIA: PRINCE CASPIAN*, *SEX AND THE CITY*, *THE DARK KNIGHT* to name a few. Golden Village wants to make movie going this blockbuster season more rewarding, giving our cinema patrons the opportunity to win big instant prizes in our “Watch, Scratch & Win!” cinema promotion which is running for the second consecutive year”, says David Glass, Managing Director of Golden Village Multiplex.

The promotion will run from 1 May till 31 July 2008 and is valid for both box office and online purchases. Details for the “Watch, Scratch & Win” cinema promotion will be available online at www.gv.com.sg from 1 May onwards.

WATCH, SCRATCH & WIN!

WIN BIG AT GV CINEMAS!

OVER \$4,000,000
WORTH OF PRIZES TO BE WON!

A **SURE WIN** scratch card with **BIGGER & BETTER** offers with every pair of tickets purchased!

Prizes include 200 air tickets, premium gym memberships and spa treatments. Plus Gold Class tickets, clubbing passes, free cable subscription and much more! Promotion begins from 1 May - 31 July 08.
For more information, visit www.gv.com.sg

[comfort space] www.gv.com.sg

Terms & Conditions apply. Limited to first 100 patrons only at every GV Cinema.

About Golden Village Multiplex

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 its latest, biggest 15-plex flagship VivoCity. Golden Village was established to develop and operate modern, luxurious multiplex cinemas and is the first local cinema to personalize the movie-going experience through its Golden Village Movie Club program. Golden Village was the prime mover in the introduction of multiplex to Asia. The company's first imprint in Singapore was made on 28 May 1992 with the successful opening of the Yishun 10 cinema complex. Today, the company and circuit has a reputation of offering the widest choice of movies, unparalleled comfort, state-of-the-art design, prime locations and convenience.

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. Golden Village constantly aims to raise the bar in everything that it does so as to offer patrons a memorable experience at the cinemas.

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