



FOR IMMEDIATE RELEASE

### Golden Village to Revise Ticket Prices

*Special offers unveiled for the cinema goers to stretch their dollar*

**Singapore, 26 March 2008** – Golden Village Multiplex announced today that it will revise its ticket prices at all nine multiplexes. The new rates will take effect tomorrow, on 27 March 2008. The ticket prices adjustment will be introduced through a 50 cents increase in the basic tier of ticket prices. Gold Class and Cinema Europa ticket prices as well as all ongoing movie promotional packages and preferential rates with banks, students and other promotional partners will remain unchanged.

“This increase is an inevitable consequence of current market situation and rising business costs, goods, services, labour, film rentals. We understand that our patrons will feel the impact of the ticket price increase, no matter how small. Hence Golden Village has introduced a slew of offers to enable our patrons to stretch their dollar at the cinemas”, said David Glass, Managing Director of Golden Village Multiplex.

#### Revised Ticket Prices

Cinema Type	Days	Before 5pm	After 5pm	Sneaks/ Seasonal Sneaks*		
Regular Cinema Halls	Monday	\$7.50		\$8.50/10.00		
	Tuesday					
	Wednesday					
	Thursday	\$7.50	\$8.50		\$10.00	
	Friday	\$8.50	\$10.00			
	Saturday	\$10.00				
	Sunday	\$10.00				
	Eve of Public Holiday	Mon-Fri	\$8.50			\$10.00
		Sat-Sun	\$10.00			
Public Holiday	\$10.00					
Cinema Europa	All Days	\$10.00				
	Students	\$8.00 <i>Mon-Fri except Eve of/and Public Holiday</i>				
Gold Class	Mon-Thu	\$25.00				
	Fri-Sun, Public Holiday and Eve of Public Holiday	\$30.00				

*\*Seasonal sneaks applies to the eve of/and Public Holidays, seasonal May, June, July, November and December School Holidays.*

## Promotional offers

To help cinema goers stretch their dollar, GV introduces the following promotional offers.

	<b><u>Promotional Offer</u></b>	<b><u>Details</u></b>
<b>For Everyone</b>	<u>GV Movie Club</u>	<ul style="list-style-type: none"> <li>- \$6.50 per movie ticket every Tuesday.</li> <li>- Enjoy \$1 OFF Combo of the Week.</li> <li>- Membership is free.</li> </ul>
	<u>Promotional offers with Promo Partners</u>	<ul style="list-style-type: none"> <li>- Current promotions with promotional partners remain unchanged.</li> <li>- Log on to <a href="http://www.gv.com.sg">www.gv.com.sg</a> for details.</li> </ul>
	<u>\$2 Savings Plan</u>	<ul style="list-style-type: none"> <li>- Patrons were issued a \$2 voucher from 24 January to 29 February.</li> <li>- Patrons may redeem their vouchers between 1 March and 30 April.</li> </ul>
	<u>The Weekdays Super Value combo at GV Tampines</u>	<ul style="list-style-type: none"> <li>- \$20 for 2 movie tickets and 1 large popcorn.</li> <li>- Offer is valid from Mondays to Thursdays.</li> </ul>
<b>For Students</b>	<u>The Student Offer</u>	<ul style="list-style-type: none"> <li>- \$6 per movie ticket.</li> <li>- Valid from Mondays to Fridays, for sessions before 5pm at GV Bishan, GV Jurong Point, GV Tiong Bahru, GV Yishun, GV Tampines &amp; GV Plaza.</li> </ul>
	<u>Cinema Europa Ticket</u>	<ul style="list-style-type: none"> <li>- \$8 per movie ticket.</li> <li>- Valid from Mondays to Fridays, except of eve of/and Public Holiday.</li> </ul>
<b>For Senior Citizens</b>	<u>Senior Citizens Concession Price</u>	<ul style="list-style-type: none"> <li>- \$4 per movie ticket for Senior Citizens aged 55 years and above.</li> <li>- Valid from Mondays to Fridays, for sessions before 5pm at all GV Cinemas.</li> </ul>

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

XXX

**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.

**For media enquiries, please contact:**

Angelika Quadt  
External Publicist for Golden Village Multiplex  
Red Dawn Communications  
Tel: +65 6222 4704  
Email: [angelika@reddawncommunications.com](mailto:angelika@reddawncommunications.com)