



Media Advisory

Blockbuster Films Return to Jurong West with the Re-Opening of GV Jurong Point

Singapore, 19th April 2012 – Golden Village will reopen its doors at GV Jurong Point on Tuesday, 1st May 2012 after a \$4.5 million dollar renovation that promises an enhanced movie-viewing experience.

In time for the summer blockbuster season and Labour Day holiday, GV Jurong Point will unveil wider and more luxurious Camatic cinema seats, all-digital cinema screens and a 7.1 Dolby Sound system with premium-grade EAW speakers from the United States. In addition, Golden Village patrons can look forward to a complete refurbishment of all cinema auditoriums, common areas, toilets, box office and candy bar counter. The newly-renovated GV Jurong Point will have a total capacity of 1,062 seats with 14 berths set aside for wheelchair-bound patrons.

With the introduction of stadium seating, GV Jurong Point now offers excellent sightlines from every seat and increased leg room, on par with GV's flagship cinema at VivoCity. Along with improved projection and sound systems in all its cinema halls, Jurong residents can look forward to the most comfortable movie experience in the West.

To kick-off the cinema's re-opening, one of Singapore's most popular TV characters, *Aunty Lucy* (played by actor Dennis Chew), will make a guest appearance at GV Jurong Point. The animated and bespectacled auntie will distribute complimentary GV treats to lucky movie-goers. Fans of *Aunty Lucy* will also have the opportunity to capture candid photos with her at the opening event.

Promotions at GV Jurong Point will begin Tuesday, 1st May. Every purchase of a pair of tickets entitles patrons to a free GV Popcorn mobile screen cleaner (from 11am to 2pm, and from 3pm to 4pm), a free mini Magnum ice-cream (from 12pm to 1pm) and a complimentary bottle of Vitamin Water which can be redeemed at the candy bar (from 2pm to 3pm). In addition, GV Movie Club (GVMC) members who buy at least four



movie tickets on the 1st May will walk away with a \$10 Jurong Point gift voucher upon purchase and presentation of their GVMC card, while stocks last.

The highly anticipated summer blockbuster, *Marvel's The Avengers*, will be screening at GV Jurong Point's opening day. In the month of May, daily promotions such as free drinks, late-night parking and restaurant vouchers are great value-for-money reasons for movie-goers living in Jurong West to discover the changes at GV Jurong Point for themselves. **[Please refer to Appendix for detailed list of promotions]**

GV Jurong Point is located at 1 Jurong West Central 2, #03-01/26 Jurong Point Shopping Centre.

About Golden Village Multiplex

Golden Village Multiplex Pte Ltd is Singapore's leading cinema exhibitor with 10 multiplexes housing 81 screens with locations at Yishun, Bishan Junction 8, Tiong Bahru Plaza, Jurong Point, Tampines Mall, Marina Square, Great World City, Plaza Singapura, 112 Katong and VivoCity, home to GV's flagship cinema and Singapore's only megaplex. Golden Village was established to develop and operate modern, luxurious multiplex cinemas and is the first local cinema company to personalize the movie-going experience through its Movie Club program. The prime mover in the introduction of the multiplex to Asia, Golden Village's first imprint in Singapore was made on 28 May 1992 with the successful opening of the Yishun 10 cinema complex. Today, GV has a reputation of offering the widest choice of movies, unparalleled comfort, state-of-the-art design, prime locations and convenience.

Established in 1993, Golden Village Pictures is Singapore's leading independent film distributor, releasing a wide range of titles from blockbusters like the MATRIX and OCEANS trilogies, I AM LEGEND and SHERLOCK HOLMES to arthouse gems such as SLUMDOG MILLIONAIRE, THE READER and DEPARTURES. Golden Village Pictures is also the top distributor for most home-grown films including Kelvin Tong's THE MAID, Royston Tan's 881, Jack Neo's MONEY NO ENOUGH 2.



Appendix: Promotions at GV Jurong Point

Labour Day – Tuesday, 1 May 2012 (While stocks last)

• 11am – 12pm: 3pm – 4pm:	Free GV Popcorn mobile screen cleaner with purchase of a pair of tickets
• 12pm – 1pm:	Free mini Magnum ice-cream giveaway with purchase of a pair of tickets
• 2pm – 3pm:	Free bottle of Vitamin Water giveaway with purchase of a pair of tickets
• All Day:	\$10 Jurong Point gift voucher with minimum purchase of 4 tickets and presentation of GV Movie Club membership card.

Daily Promotions from 2nd May- 23rd May

• Monday:	Free regular coke with purchase of one large popcorn
• Tuesday:	\$2 for two cheesy hotdogs (U.P \$4)
• Wednesday:	All-day student pricing and \$2 off on Nachos combo
• Friday & Saturday:	Free late-night parking at Jurong Point Shopping Centre
• Sunday:	Complimentary restaurant vouchers with every pair of tickets purchased before 2.00pm