



PUBLIC NOTICE

29th October 2008

Golden Village Multiplex to revise Gold Class ticket prices

After maintaining at the same price for the past nine years, Golden Village Multiplex is increasing the ticket prices for the Gold Class halls with effect from 30th October 2008. This price increase is the first increase since 1999 when Gold Class tickets were launched at \$25.00. Differential pricing was introduced at a later stage to reflect weekday (\$25.00) and weekend pricing (\$30.00).

WHO: Golden Village Multiplex, Gold Class Halls

WHAT: Price increase for the Gold Class Halls.

The new pricing for Monday to Thursday is \$28.00.

Pricing for Eve of Public Holidays, Public Holidays, seasonal sneaks (seasonal May, June, July, Nov and Dec) are at \$36.00.

WHERE: At both Gold Class hall locations – GV Vivo City and GV Grand at Great World City.

WHEN: With effect, 30th October 2008.

WHY: GV multiplex has finally had to yield to escalating operating costs. The increase in operations, labour and utilities cost, had till now, been absorbed by GV Multiplex. There is no ideal time for a price increase, but with increasing overhead costs, the first price increase after 9 years could not be held off any longer.

The breakdown of the price increase is as follows:

7% of ticket costs goes towards the GST. Film hire is a huge component of ticket cost, amounting to close to 50% of the total ticket price. The balance goes towards operating costs (labour, utilities, rental of premises, maintenance and upkeep of equipment and premises) and profit before tax.

For more information please contact:

Customer Service at customersvc@goldenvillage.com.sg or 6311 9162