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Golden Village will open 11th Cinema at City Square Mall

Singapore, 5 January 2012 – City Square Mall, owned and managed by City Developments Limited (CDL), is pleased to announce that it has added Golden Village (GV) as an anchor tenant. GV City Square will be located on Level 5 and has already commenced construction with the cinema's anticipated Grand Opening by the end of 2012.

The entertainment destination will have a total seating capacity of more than 1,000, where its six halls will have stadium seating, digital projection and sound, and will screen the latest blockbusters.

The opening of GV City Square is another major step forward in the transformation of the mall, and a move that has been eagerly anticipated by residents in the area.

"We are excited that Golden Village, Singapore's leading cinema exhibitor has decided to build their newest multiplex here at City Square Mall. The addition of a cinema allows us to offer more entertainment options and we are confident that GV City Square will definitely be a draw for mall visitors to enjoy the latest blockbusters," said City Square Mall's spokesperson.

"Golden Village is delighted to be opening our 11th cinema at City Square Mall at the end of the year. City Square Mall, serving the neighbourhoods of Little India, Boon Keng, Lavender, Kallang, Moulmein, Balestier and Thomson, is located in a unique catchment area populated by a growing middle class. With over 500 carpark spaces, easy underground access from Farrer Park MRT station and close proximity to town, we're confident that GV City Square will bring movies closer to residents living in south-central Singapore", said Mr. Kurt Rieder, Chief Executive Officer of Golden Village.

In anticipation of the new cinema, City Square Mall has organised a contest titled "Are You a Movie Buff?" where shoppers can test their movie trivia. Printed on the hoarding outside the



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cinema are popular movie phrases where visitors to the mall can try to guess the movies the phrases originate from. The top 10 entries with the most number of correct answers will win \$100 shopping vouchers each. Entries should be sent to csm1@cdl.com.sg by 30 June 2012.

New tenants that have set up shops at the mall recently include *Barbacoa*, a new barbecue concept restaurant by City Satay, *MakeShake*, a customizable milkshake concept shop and *Hot-Star Large Fried Chicken*, the first Singapore outlet of the popular franchise from Taiwan's Shilin Night Market.

Designed as a miniature 'town-centre', City Square Mall provides the perfect setting for the community to meet, shop and play while enjoying an eco-learning experience. For the community living in the area, many who walk through the reconstructed New World gate at City Green (park) will recall the vibrant history of the former New World Amusement Park and with a new cinema opening at City Square Mall, the mall will once again be a hub of life and entertainment for those in the Jalan Besar neighbourhood.

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About City Square Mall

City Square Mall is Singapore's first eco-mall, located at the junction of Serangoon Road and Kitchener Road. Owned and managed by City Developments Limited, the mall has some 200 tenants that cater to the lifestyle needs of everyone in the family. Connected to Farrer Park MRT station, City Square Mall is one of the largest malls in Singapore with 700,000 sq ft of gross retail space, offering the perfect setting for the community to meet, shop and play while acquiring an eco-learning experience.

City Square Mall is Singapore's first shopping mall to be awarded the Green Mark Platinum Award by the Building and Construction Authority (BCA) of Singapore. It has also received the prestigious Excellence Award under the Shopping Mall Category in the Businesses for Families Council's (BFC) 'We Welcome Families' Awards 2011. In May 2011, the mall received two additional awards – the FuturArc Green Leadership Award 2011 for Commercial Architecture and the FIABCI Prix d'Excellence Awards 2011 (Runner-up in the Retail category). City Square Mall was also awarded first runner-up for the Energy Efficiency Competition (New and Existing category) at the 2011 ASEAN Energy Awards. For its efforts to reduce packaging waste under the Singapore Packaging Agreement (SPA) initiated by the National Environment Agency (NEA), City Square Mall won a distinction award in the 3R Packaging Awards 2011.

For more information on City Square Mall, please visit www.citysquaremall.com.sg

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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, Katong 112 and Vivo City, 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.

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