

Media Release
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**GOLDEN VILLAGE YISHUN AWARDED GREEN MARK GOLD AWARD
GOLDEN VILLAGE GOES BEYOND THE HOUR WITH LAUNCH OF GREEN AGENDA AND
APPOINTMENT OF FIRST GREEN AMBASSADOR**

Singapore, 26th March 2011 – Golden Village Multiplex reaffirmed its commitment to combating climate change tonight during its Earth Hour 2011 efforts by announcing its green agenda for the rest of the year and the appointment of their first green ambassador. This is in response to Earth Hour’s call for participants to go “beyond the hour”.

It started at GV Yishun, Asia’s first eco-friendly multiplex, where it honored Earth Hour by rescheduling the evening’s movie sessions to end before 8.30pm and resuming the next movie sessions only after 9.30pm. This was the first year that GV Yishun had participated in Earth Hour, and it showed how the green cinema is serious about bringing sustainability efforts to the Singapore heartlands where it really matters. GV Plaza and Bishan also participated in the Earth Hour by switching off non-essential lights in the foyer on 26 March.

During this hour, cinema patrons at GV Yishun were treated to a candlelit picnic under the stars where they learnt about GV Yishun’s existing green initiatives, while being entertained by the homegrown music group, *Butteribs*, of SUPERBAND 2008 fame. In addition, patrons were educated on the simple actions they could take to reduce their carbon footprint through a special trivia segment incorporated into the evening’s programme.

That was, however, not the only thing that Golden Village is doing for the green movement.

On top of Earth Hour 2011, Singapore’s leading cinema chain also announced that GV Yishun has been awarded the Green Mark Gold Award. This is a first and highest award ever awarded to a cinema exhibitor by the Building & Construction Authority (BCA). The BCA Green Mark Scheme is an initiative designed to promote sustainability in the built environment and raise environmental awareness among developers, designers and builders in the pre and post-construction phases.

Prior to and since reopening its door to the public following a major renovation in November 2010, GV Yishun has been actively undergoing several green audit checks with BCA. The multiplex’s energy saving installations and measures — including the adoption of a mobile ticketing service, the

use of electronic posters, motion sensor lightings, LED lights and energy-efficient “self-cooling” air-conditioning systems — have resulted in approximately 30 to 50% energy saving for GV Yishun.

To demonstrate its commitment to the pro-environment cause and in anticipation of the annual Earth Day, Golden Village also unveiled today its first Golden Village Green Ambassador and kick-started a series of green activities for 2011. The first is a two-week long recycling campaign beginning on 22nd April, to be led by its new ambassador, Lee Meng Hon, 14, who was appointed in recognition and appreciation of his outstanding green efforts.

Shortly after the reopening of GV Yishun as Asia’s first green cinema, Meng Hon, a secondary three student from Punggol Secondary School, submitted a passionate project to Golden Village in the form of a short film, “*Go Green, Stay Green*”, advocating a strong message along with some valuable green measures that the cinema chain could adopt in their daily operations within the GV cinemas. Golden Village was so impressed by Meng Hon’s initiative and exemplary contributions that it has started screening his video at all GV cinemas’ plasma screens located island-wide, in the hope that it will further motivate more patrons to go green.

As the Green Ambassador, Meng Hon’s primary role will be aiding Golden Village in spreading the green message, fostering a culture of environmental responsibility among patrons, and inspiring the youths to become more environmentally-friendly.

Here is an overview of Golden Village’s green activities for the year:

<u>Green Activity</u>	<u>Date</u>
Recycle @ GV Yishun	22 April
Cinema “Clean up Day”.	Month of September
Cash for Trash @ GV Yishun	Month of November
GV Yishun 1 st Green Anniversary: Go Green Film Festival	3 November

In announcing Golden Village’s green agenda, Mr David Glass, Managing Director of Golden Village Multiplex said, “Looking at the array of activities we have lined up, we hope that Golden Village can lead and inspire a civic and social movement that will motivate the general public and the cinema industry to improve the health and stewardship of our city. I hope that Golden Village’s green efforts will serve as a model for other cities around the world.”

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.

Established in 1993, Golden Village Pictures is Singapore's leading independent movie distributor, releasing a wide range of titles from blockbusters like the MATRIX trilogy, HAPPY FEET, OCEAN'S THIRTEEN and I AM LEGEND to arthouse gems such as SLUMDOG MILLIONAIRE, THE READER and DEPARTURES to world-acclaimed documentaries THE COVE, MAN ON WIRE and NANKING. Golden Village Pictures is also the leading distributor for many of Singapore's home grown movies like Kelvin Tong's THE MAID, Royston Tan's 881, Jack Neo's MONEY NO ENOUGH 2 as well as key Asian hits including SHUTTER, 4HOBIA, KUNGFU DUNK and RED CLIFF. Golden Village constantly aims to raise the bar in everything that it does so as to offer patrons a memorable experience at the cinemas. (www.gv.com.sg)