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GOLDEN VILLAGE JURONG POINT: THE CHOSEN CINEMA OF THE WEST

A recent survey conducted by Golden Village finds that more than 60% opt for Golden Village, plus other prevalent movie-going habits.

Singapore, 29 August 2013 – Activities are abuzz this year in the west end of Singapore! As its retail, dining and entertainment scene heats up, leading cinema operator, Golden Village leads the way to better understand movie goers' preferences by conducting an extensive audience survey. Respondents were a mix of members of the public and GV Movie Club members who have patronised Golden Village Jurong Point.

Conducted online, more than 2500 respondents took part in the online survey and results were highly encouraging, with Golden Village selected as the movie destination of choice for those residing in the west.

Golden Village as the Preferred Movie Exhibitor

Golden Village Jurong Point has been the cinematic hub of the west since 1995. The cinema, which underwent a facelift in 2012 has brand new stadium seating with wide leg room. It is fully Digital, equipped with Dolby Digital 7.1 sound with premium EAW speakers from the United States and boasts a total capacity of 1062 seats spread over six halls with 14 berths set aside for the disabled. Since its opening in 1995, it saw close to **14 million admissions** to date. Survey results prove that eight years forth, Golden Village continues to be the cinema of choice in the west.

- **61.7%** of those surveyed chose Golden Village as the **preferred movie exhibitor**
- **70.2 %** of respondents named Golden Village as the cinema which offers **the most pro-family facilities and promotion**
- **63.07 %** of respondents choose Golden Village as the cinema exhibitor with the **best value for money** in terms of on-going current promotions.



Social Media Engagement

Staying ahead of the game, Golden Village also took into account to capture audiences via social media platforms. The survey looked into the social media habits of customers and Golden Village has the largest social media following.

- **85.51 %** of the respondents are currently following Golden Village on social media platforms such as Facebook, Instagram and Twitter.
- **84.66%** of respondents agreed that social media platforms allow them to be constantly updated on latest promotions.

A good example of Golden Village's social media hold amongst moviegoers can be seen with the Golden Village Movie Club Facebook fan page - Mr. Popcorn. Mr. Popcorn has one of the biggest social media following as compared to other local cinema exhibitor. To date, Mr. Popcorn has 80,537 'Likes' on Facebook and followers are given first-hand and real time updates on movie deals, promotions, exclusive events and contest organized by Golden Village.

The family friendly cinema operator also offers the best value for money. Golden Village has an extensive range of exclusive events and promotions that await patrons when they visit Golden Village Jurong Point from 29 August 2013 onwards. From exclusive movie screenings to daily deals such as weekend specials, student and couple deals and discounted tickets, there's a treat tailored for everyone.

Other Findings:

- **46.33%** of respondents will catch a movie at their preferred movie exhibitor **at least once a month**
- **50.46%** of respondents prefer to purchase their movie tickets via the **cinema's website**
- **64.23%** ranked **comfortable seats** as the most important factor;
- **62.41%** ranked **quality of screens** at the most important factor, followed by;
- **57.63%** ranked **cleanliness** at the most important factor



For a full list of on-going events and promotions in Golden Village Jurong Point, kindly refer to Appendix 1.

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APPENDIX 1

GOLDEN VILLAGE JURONG POINT IS THE MOVIE DESTINATION OF CHOICE!

A slew of exclusive events and promotions awaits!

Moviegoers rejoice! There are exciting things to come at Golden Village Jurong Point from 29 August onwards. Enjoy exclusive movie treats from discounts on ticket purchase and combo meals to complimentary parking and exclusive deals for couples and students, Golden Village dishes out daily movie and F&B deals for all customers when they catch the latest blockbusters at Golden Village Jurong Point, the cinematic hub of the west since 1995.

1. Meet the cast of COLD EYES at Jurong Point!

Fans of the K-POP scene will be thrilled to know that the cast from upcoming Korean action movie COLD EYES will be making an appearance at Jurong Point! In their first overseas promotional tour, Korean Superstars **JUNG Woo-Sung 郑雨盛**, **HAN Hyo-Joo 韩孝珠**, **LEE Junho 李俊昊** (from popular Korean boyband 2PM) and Director CHO Ui-Seok will be coming down on Friday, 30 August 2013 for a photo taking session with fans.

The meet-and-greet session is followed by an exclusive preview screening of COLD EYES at Golden Village Jurong Point, which sold out within 10 minutes of release. 50 lucky ticket holders will be selected on the spot to take a group photo with the cast on Friday, 30 August 2013.



2. “Fill the Hall” Blogger Screening

Those who enjoy watching a movie with a group of like-minded friends and members of the local blogosphere, Golden Village is organizing a first of its kind “Fill the Hall’ screening that rewards audiences with free movie passes.

In an exclusive tie-up with OMY.SG, selected lifestyle bloggers will urge their readers to join them for the inaugural event at Golden Village Jurong Point. Fans and members of the general public who purchase their movie ticket for this selected screening will receive a complimentary Golden Village movie pass for their next visit.

Interested participants simply need to head to GV Jurong Point on the stipulated date and time of this special screening, and register themselves as followers of a blogger of their choice. Tickets can be bought at the box office or in advance via GV’s multiple purchase options via online, Box Office walk-in, iGV or Facebook ticket booking app on Mr. Popcorn’s Facebook. Upon registration, each person then receives a popcorn and Ben & Jerry’s ice-cream! The blogger with the highest number of registered followers gets to walk away with a prize and his/her followers will receive a complimentary movie pass each!

Screening Date: Saturday, 7 September 2013

Time: 3pm

Movie: Planes (2D)

3. Daily Super Deals @ GV Jurong Point

- **Weekend moviegoers** can book their tickets online and enjoy a FREE movie pass with every 4 tickets purchased, limited to first 100 patrons per day.
- **Couples** can take this opportunity to spend some quality time together and complete their movie experience with the Couple’s Deals. For just **\$19.50 (U.P. \$24.50)**, couples get a pair of movie tickets and a Nachos combo to share, valid from Mondays to Wednesdays.



- **Students** who present their concession passes upon purchase will be treated to a movie of their choice for just **\$7.00** from Mondays to Fridays, before 6pm.
- Those who look forward to a late-night movie session to unwind after a long day will receive **complimentary parking** at Jurong Point on Friday and Saturday nights. Limited to the first 50 patrons per day.
- **Golden Village members** can purchase their tickets with a further discount; enjoy **\$6.50** movie tickets on Tuesdays and **\$7.00** movie tickets on Mondays and Wednesdays.

And what's a movie without some delicious snacks? From 29 August onwards, moviegoers are promised irresistible tantalising deals at Golden Village Jurong Point snack bars.

- **29 August to 25 September:** Purchase a Combo of the week and with a \$1 top up, receive a cheesy hotdog or treat yourself to some extra cheese, as it comes free with every purchase of the Meatball Combo.
- **26 September to 30 October:** The cheesy hotdog will be going on a tempting 1-for-1 deal and with every purchase of the Nachos Combo, get extra cheese, for free!
