



Golden Village Launches Its Gold Class Concierge Service

First ever cinema chain in Singapore to offer a high-level of personalized customer service

4 May 2009 – Golden Village is proud to launch a new and exciting range of personalized customer service specially catered to its Gold Class movie patrons.

Gold Class movie patrons who appreciate the personalized sophisticated services that GV offers can now enjoy a variety of concierge services, all with the ease of a simple phone call and a S\$10 concierge fee. Dedicated Gold Class Concierge Service operators can be reached at the hotline number (+65 63492936). Both GV VivoCity and GV Grand Gold Class offer these concierge services.

A list of personalized concierge services would include; collection of movie tickets, personalized phone booking service, pre-ordering from the Gold Class menu, arrangement for transport to and from the cinema, notification of advance sales of blockbuster movies and private party and function arrangements for Gold Class patrons. These services add the extra special touch to the overall entertainment experience at Golden Village.

For Gold Class movie-patrons who would prefer to skip the long queues at the Box Office, they are now able to purchase their movie tickets through the concierge service. The movie tickets are then presented to them at the Gold Class lounge by the GV host who will also be greeting them at the entrance. This cuts the waiting and queuing time significantly, allowing the movie-patron more time and opportunity to enjoy the F&B services offered within the Gold Class lounge.

A limousine service, provided by Comfort CityCab is also available for movie-patrons who prefer to be chauffeured between their selected pick up location to either GV VivoCity or GV Grand. A cost of S\$38 is charged for a one-way limo service and an extra charge of S\$12 will be incurred for trips between 12 midnight to 6am. (Both costs are exclusive of 7% GST) This makes a great value-add to the impressive list of concierge services offered for Gold Class patrons who prefer to be chauffeur-driven rather than to cope with unexpected traffic conditions on the road. Patrons will also be billed at a later date with GV's concierge fee, F&B and limo charges reflected in their

credit card statement. Comfort CityCab provides this service to GV's Gold Class movie-patrons for all movie sessions.

Mr. David Glass, Managing Director, Golden Village Multiplex Pte Ltd commented, "We have had such an encouraging response from our Gold Class patrons about this concierge service since its launch in mid March 2009. It's fantastic that there have been an increasing number of people who have been enquiring about it. This really re-iterates GV's constant improvement and commitment of raising the bar of customer service to a higher level, setting the standard, and enhancing the movie-going experience for all our patrons."

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 one of Singapore's leading movie distributors, releasing titles ranging from blockbusters like the MATRIX trilogy, HAPPY FEET, OCEAN'S THIRTEEN and I AM LEGEND to arthouse gems such as FINDING NEVERLAND, MOTORCYCLE DIARIES, THE PIANIST to world-acclaimed documentary NANKING and Singapore's home grown movie products like Kelvin Tong's THE MAID, Royston Tan's 881, Jack Neo's MONEY NO ENOUGH 2 as well as 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)

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