



FOR IMMEDIATE RELEASE

SAFRA MEMBERS TO SAVE OVER 15% ON MOVIE TICKETS WITH GOLDEN VILLAGE PARTNERSHIP

SINGAPORE, 28 June 2006 - From 1 July 2006, there will be one more reason for SAFRA National Service Association (SAFRA) members to enjoy going to the movies. In a partnership between SAFRA and Golden Village, SAFRA members will save over 15% for a peak period movie ticket at any Golden Village cinema.

BG Bernard Tan, Vice President of SAFRA, announced this during a free screening of the "Superman Returns" movie for over 1,400 SAFRA members at Golden Village Great World City this evening. Gracing the event was Dr Ng Eng Hen, Minister for Manpower, Second Minister for Defence and President of SAFRA.

Under the partnership, SAFRA members need only pay a maximum of \$8.00 for a movie ticket regardless of time or day. This translates into a savings of more than 15% for peak period where \$9.50 tickets are applicable after 5pm from Friday until Sunday, eve of public holidays and public holidays. Members pay the prevailing \$7.00 per ticket to catch a movie from Mondays to Wednesdays and before 5pm on Thursdays.

The SAFRA-Golden Village partnership is the first and only such arrangement between an association and cinema chain in Singapore. SAFRA members can purchase their tickets effortlessly via the SAFRA online service www.safra.sg/safraonline or at any Golden Village box office counters, by presenting their membership cards.

SAFRA, an institution formed in 1972 to express the nation's appreciation of NSmen's contribution to national defence, believes in partnering key agencies and industry leaders to provide the best for its members.

BG Tan said: "Corporate and community support play an important role to achieve SAFRA's philosophy of offering good value club facilities, activities, benefits and services for its members' enjoyment. We are happy that Golden Village recognises the NSmen's contribution to national defence by entering into this partnership with us."

According to Mr. Kenneth Tan, Managing Director of Golden Village: "As the industry leader in Singapore, we entertain 7 million patrons per year, and are happy and proud to show our appreciation to NSMen for their dauntless efforts and integral contribution towards nation-building. We want as many NSMen as possible to enjoy the widest variety of movies at our 73 cinemas island wide."

To cater to a large and increasing number of members who are movie enthusiasts, SAFRA re-launched its Movie Club in July 2005. The SAFRA Movie Club has over 3,200 members and organises numerous activities including free bi-monthly screening of the latest blockbuster movies for its members.

JOINTLY ISSUED BY SAFRA NATIONAL SERVICE ASSOCIATION AND GOLDEN VILLAGE MULTIPLEX

About Golden Village Multiplex

Golden Village is Singapore's leading cinema exhibitor with eight multiplexes housing 58 screens:

- Yishun
- Plaza Singapura
- Great World City
- Marina Square
- Tampines Mall
- Jurong Point
- Bishan Junction 8
- Tiong Bahru Plaza

The company's new flagship 15-screen multiplex, GV VivoCity at Harbourfront will open in October 2006. Boasting state-of-the-art design and presentation, wall-to-wall screens, a fully integrated multi-channel ticketing system, and innovative partnerships and facilities such as Citibank Gold Class, the StarHub Movie Zone, and Samsung's Platinum Lounge, Golden Village promises to give their patrons a comfortable and memorable experience and lives to its reputation as "The Best Cinemas In The World".

About SAFRA National Service Association

SAFRA was formed in 1972 with the objective of helping the Singapore Armed Forces build morale and camaraderie amongst NSmen to foster a cohesive fighting force.

Since then, SAFRA has grown into a prominent organisation with a network of five clubs (strategically located at Mount Faber, Toa Payoh, Tampines, Carpenter Street and Yishun) to provide quality social, recreational, sports and educational facilities for NSmen and their families.

Complementing these modern facilities is a host of value-added membership benefits and activities to meet the lifestyle needs of some 230,000 SAFRA members.

In addition, volunteer NSmen contribute to the running of SAFRA's 20 interest groups - some of which have attained regional recognition in the area of sports and the arts.

Over the years, SAFRA has organised various mass based events like Swing Singapore, SAFRA Sheares Bridge Run, National Sports Climbing Championship, Singapore Biathlon and National Runway Cycling for NSmen and the public in support of national objectives.

About SAFRA Movie Club

The SAFRA Movie Club was re-launched in July 2005 to bring good value movie treats to its members. It is now SAFRA's largest Interest Group, boasting a membership of more than 3,200.

At just \$30 for a two-year membership, the SAFRA Movie Club members get to enjoy many movie-related benefits and privileges. The SAFRA Movie Club organises free bi-monthly screening of the latest blockbuster movies and offer discounted movie tickets and vouchers to its members.

Members have also been treated to more than 25 complimentary blockbuster movies including X-Men: The Last Stand, Mission Impossible III, Star Wars: Revenge of the Sith, King Kong, Batman Begins, Harry Porter and Ice Age 2. This is made possible with the strong support of movie distributors and exhibitors like Golden Village Pictures, United International Pictures, 20th Century Fox, Warner Brothers and Sony Pictures Releasing International.

The SAFRA Movie Club will continue to develop attractive activities and benefits to enhance the value of its membership.

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