



StarHub and Golden Village in joint interactive TV tie-Up to launch movie ticketing service on TV platform

*- New service for StarHub TV customers to purchase Golden Village movie
tickets over TV-*

Singapore, 18 January 2010 – For the first time, consumers in Singapore are able to enjoy a movie ticketing service on the television platform! This convenience has become a reality today, with a new collaboration by StarHub and Golden Village to launch the Interactive TV Movie Ticketing over the StarHub TV platform.

With immediate effect, all StarHub TV customers using the HubStation and HubStation HD will have the ability to book and purchase movie tickets from Golden Village with just a few clicks on their TV remote controls. The simple and user-friendly interface allows customers to select the movie, the cinema and the screening time. They are also able to access real time information on the availability of their preferred seats. Similar to the online experience of booking a movie ticket, StarHub's Interactive TV Movie Ticketing only comes with a \$1 transaction fee, in addition to the prevailing rate of each movie ticket.

“StarHub is thrilled to be the first TV operator in Singapore to offer a movie ticketing service. We are increasingly giving local consumers more opportunities and reasons to use the TV set and remote control, empowered by our two-way set-top boxes, as a set of lifestyle tools. Now they can do so much more without even leaving their comfortable couches – enjoy quality TV content, chat via TV SMS, retrieve information relevant to their lifestyles, and now even purchase movie tickets too! StarHub will continue to innovate and deliver new delightful

experiences, convenience and benefits to our customers,” said Ms Ong Bee Lian, StarHub’s Vice President of Home Solutions.

"This is another breakthrough in remote movie ticketing channels, and Golden Village is proud to partner StarHub in this groundbreaking initiative to revolutionize the movie going experience in Singapore. Golden Village has over the years been building remote movie ticketing channels like the latest iGV mobile application, AXS stations and our website, the move into movie ticketing via a TV network is a natural step forward. We are once again the first cinema exhibitor to offer such an innovative service, and this is definitely in line with our ongoing efforts to make it easier for patrons to purchase movie tickets anytime, anywhere," said Mr Roger Lim, Chief Information Officer, Golden Village Multiplex Pte Ltd.

Other Interactive TV services offered by StarHub include the latest updates on 4D results, TOTO results, stock prices, movie screening times and weather information. StarHub TV customers simply press Channel 800 on their remote control to access StarHub’s suite of Interactive TV services.

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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)

About StarHub

StarHub is Singapore's fully-integrated info-communication company, offering a full range of information, communications and entertainment services for both consumer and corporate markets. StarHub operates Singapore's fastest two-way HSPA+ mobile network that delivers up to 21Mbps for downlink to complement its nation-wide GSM network, and an island-wide HFC network that delivers multi-channel cable TV services (including High Definition Television and on-demand services) as well as ultra-high speed residential broadband services. StarHub also operates an extensive fixed business network that provides a wide range of data, voice and wholesale services.

Launched in 2000, StarHub has become one of Singapore's most innovative info-communications providers, and the pioneer in 'hubbing' - the ability to deliver unique integrated and converged services to all its customers. StarHub, listed on the main board of the Singapore Exchange since October 2004, is a component stock of the Straits Times Index and the MCSI Singapore Free Index.

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