



FOR IMMEDIATE RELEASE

***GV SUNTEC CITY, GV's NEW DOWNTOWN ENTERTAINMENT FLAGSHIP  
NOW OPEN***

***Convenience for working crowd, award-winning ProBax® seats, BeBrite 3D systems and new culinary options for an enhanced cinema-going experience***

**Singapore, 3 November 2014** – Targeting working executives in the Marina and downtown area during the weekdays; and shoppers and families during the weekends, patrons can immerse in an extraordinary movie experience at GV Suntec City that outplays, outclasses and outshines others.

GV Suntec City has **eight auditoriums and three Gold Class halls with a total seating capacity of 1,390 seats**. The new premises are equipped with state-of-the-art rear-entry stadium seating, digital projection and the latest audio facilities.

“Locating our cinema at Suntec City offers working executives in the Marina and downtown area a convenient location to unwind at the movies after a long and hectic day at work. With the addition of the **first-in-Asia ProBax® seats and premium extensions such as Gold Class halls on top of a walk-in café, a first for Golden Village**, we hope GV Suntec City fulfills the cinematic needs of our loyal patrons as we continue to improve the cinema-going experience for all movie-goers” said Ms. Clara Cheo, Chief Executive Officer, Golden Village Multiplex Pte. Ltd.

New Highlights at GV Suntec City:

- 1. ProBax® seats for prolonged comfort and Improved Gold Class seats for the ultimate luxurious experience.**

Many Singaporeans are avid movie-goers, spending a huge amount of time in cinemas. Singapore has one of the world's highest per capita cinema attendance at 4.5 visits per year. In 2013, the total box office amounted to S\$214 million (US\$171 million), up 4.4% from the year before.



*ProBax® seats at GV Suntec City*

As such, it is important to ensure that patrons are comfortable whilst in a sitting position for long period of time. Awarded the Innovation Award by Furniture Industry Research Association (FIRA) in 2011, **the installation of ProBax® seats at GV Suntec City is a first in Asia. The patented ProBax® technology reconfigures the foam structure within the seat base to encourage an anatomically correct posture in the seat occupant, removing the slumped posture often created in foam-based seats.**



**Slumped seated Posture without ProBax®**



**Healthier, more comfortable seated posture with ProBax®**



With ProBax®, patrons experience **reduced backache, decreased muscle fatigue and improved blood and oxygen flow**. Additionally, the seating posture minimises fidgeting and disruption for others in the audience. Above all, ProBax® technology dramatically increases comfort.

Outside the entertainment industry, ProBax®'s company NuBax was also the winner of the Frost & Sullivan 2007 Emerging Company of the Year Award in the European Automotive Seating Technology Market. ProBax® has been used in Lotus vehicles, the 2008 Brit Car British GT Series, Formula 1, the US sports car Vintage Racing Team and the corporate jet market, showcasing its effectiveness for prolonged travel, against bumpy rides and in high-performance motorsports.



*Gold Class at GV Suntec City*

Comfort is nothing without luxury and that is what patrons will get to enjoy when they visit Gold Class at GV Suntec City. **The new Gold Class seats are more spacious and equipped with silent electric motorised recliners. These plush electric recliners have two individual motors each which control the footrest and the backrest separately.** Patrons can adjust their reclining position exactly as they like it using a state-of-the-art LED control panel placed comfortably on their armrest.

## 2. Great food to accompany the entertainment on screen



*The new grab and Gold® café*

The new grab and Gold® café, a first for Golden Village, serves a wide variety of western and Asian cuisines ranging from Breaded White Fish Loin (served with potato wedges and boiled vegetables), Beef Bulgogi (served with steamed rice and boiled vegetables), Spaghetti with Truffle and Mushroom, and Cajun Chicken Steak (served with pasta accompanied with Tomato Concasse sauce and vegetables). Patrons who make purchases at the Grab and Gold® café are able to bring the food into the cinema halls to enjoy.



*Beef Bulgogi*



*Seafood Marinara*



*Chicken Salad*

GV Suntec City expands its current offering of F&B options with an Executive Chef-designed Gold Class menu. One of the Gold Class menu highlights is the range of specialty craft beers which includes Hofbräu beers. Hofbräu beer is brewed using the original recipes handed down by Wilhelm V, the Duke of Bavaria, and is imported directly from the brewery in Munich, Germany.



*Specialty craft beers at Golden Village Gold Class*

List of specialty drinks:

- **Hofbräu Original (330ml) ABV 5.1% - Lager Beer**
- **Hofbräu Hefe Weizen (330ml) ABV 5.1% - Wheat Beer**
- **Hofbräu Dunkel (330ml) ABV 5.5% - Dark Beer**
- **Wells Banana Bread Beer (330ml) ABV 5.2%**
- **Harry Brompton's London Ice Tea (275ml) ABV 4% - Ladies favourite**
- **Crabbie's Original Ginger Beer (275ml) ABV 4%**

There are also savoury options in the Gold Class menu such as Lamb Bites (chunky lamb cubes with beetroot relish) and Karage Chicken (Japanese-style fried chicken). For those with a sweet tooth, there is the Chocolate Lovin' Spoonful Cake (a mouthful of chocolate pudding between layers of dark, moist, chocolate-drenched chocolate cake) and Lemon Big Baby Bundt (lemon yogurt cake soaked in a tart lemon glaze crowned with a lemony ganache).



### **3. BeBrite™ 3D system**

The new GV Suntec City will offer an improved 3D experience with the launch of the BeBrite™ Passive 3D Digital Cinema Systems. BeBrite™ will be Golden Village theatres' signature 3D passive system, projecting at a 28% efficiency rating in a uniquely mastered, state-of-the-art high impact theatre setting, giving clearer and brighter 3D images to viewers.

“Golden Village is always on the lookout for the latest, impactful technology that significantly enhances the visual experience of our patrons. We hope the introduction of the BeBrite™ 3D systems will give viewers a brighter, more immersive and most importantly, comfortable experience of watching 3D movies at GV Suntec City” said Clara Cheo, Chief Executive Officer, Golden Village Multiplex Pte Ltd.

**END**



### **About Golden Village Multiplex**

Golden Village Multiplex Pte Ltd is Singapore's leading cinema exhibitor with 11 multiplexes housing 92 screens with locations at Yishun, Bishan Junction 8, Tiong Bahru Plaza, Jurong Point, Tampines Mall, Great World City, Plaza Singapura, 112 Katong, City Square and VivoCity, home to GV's flagship cinema and Singapore's only megaplex. In November 2014, GV will expand its offerings once again with the opening of GV Suntec City, Golden Village's downtown flagship. Boasting eight auditoriums and three Gold Class halls with a total capacity of 1,390 seats, patrons can look forward to a high-quality movie-going experience at the conveniently-located GV Suntec City. Golden Village was established to develop and operate modern, luxurious multiplex cinemas and is the first local cinema company to personalize the movie-going experience through its Movie Club program. The prime mover in the introduction of the multiplex to Asia, Golden Village's first imprint in Singapore was made on 28 May 1992 with the successful opening of the Yishun 10 cinema complex. Today, GV has a reputation of offering the widest choice of movies, unparalleled comfort, state-of-the-art design, prime locations and convenience. Additionally, GV constantly upgrades its IT capabilities to enhance the consumer experience with notable recent additions such as Quick tix™, its new iGV app and the auto-gate system.

Established in 1993, Golden Village Pictures (GVP) is Singapore's leading independent film distributor, releasing a wide range of blockbusters such as THE EXPENDABLES 2 and the SHERLOCK HOLMES series to Asian delights including JIRO DREAMS OF SUSHI, THE FIERCE WIFE and TAICHI HERO. GVP is also the top distributor for home-grown films including TATSUMI, IMPERFECT and AH BOYS TO MEN.