



FOR IMMEDIATE RELEASE

GV VIVOCITY PROMISES TO PROVIDE A MOVIE EXPERIENCE LIKE NEVER BEFORE IN SINGAPORE

The latest state-of-the-art Golden Village Multiplex showcases four different cinema types under one roof!

SINGAPORE, 21 September 2006 — On October 7th 2006, Golden Village Multiplex will open its doors to Singapore's largest cinema complex with 15 cinema halls. GV VivoCity sets a new benchmark for multiplexes in Singapore with four different cinema types under one roof. All that designed with a modern, high fashion style is to provide the ultimate luxury in movie going and allow cinema-goers the chance to experience cinema like never before in Singapore.

INTRODUCING A NEW CINEMA EXPERIENCE TO FILM-GOERS

Cinema patrons will now be able to join a cinematic adventure which only GV VivoCity can take them on:

Visual experience

For the ultimate big screen experience, it doesn't come any better than the mighty GVmax. Cinema patrons can maximize their viewing pleasure with one of Asia's largest indoor cinema screens (22.4 meters wide) set in an auditorium fitted with 602 seats in a radiused stadium-style seating providing perfect sightlines from every single seat.

Sound Experience

State-of-the-art digital sound system in every auditorium will allow for the full impact of the movie going experience.

Touch Experience

Imagine luxurious, plush, extra wide recliner chairs, which are electronically operated, in 3 private Gold Class auditoriums, where comfort and luxury are uppermost.

Dining Experience

GV VivoCity will offer patrons a variety of concession items including GV staples such as popcorn and Coke. The two candy bars (one on each floor) will provide an expanded range of food and beverage, including hot drinks like cappuccino and flavoured teas.

In Gold Class, food and drinks will be available at a push of the service button located at every table at any time during the film, to ensure a new level of concierge-style service unseen in Singapore.

EXPERIENCE 4 DIFFERENT TYPES OF CINEMA FACILITIES

GV VivoCity will make an impact on the patron right from the time of arrival. After purchasing the tickets and upon entering of the cinema, patrons will be greeted by the grand staircase to a foyer on the 2nd level featuring seating islands where patrons can choose to hang out before the movie. Guests will be welcomed to relax in this luxurious environment outfitted with contemporary and cozy furniture set in a fully air-conditioned indoor reception area, the first in Singapore. Patrons will be able to experience the ultimate high-end entertainment with a touch of class and elegance with four different cinema types:

1. **3 Gold Class Cinemas** with a club lounge and a private function room (seating capacities of 24, 38 and 48). Tickets priced \$25 Monday-Thursday and \$30 on Fridays – Sundays and on Public Holidays.
2. **1 Cinema Europa**, a 108-seat elegant and intimate business class type cinema showcasing the widest selection of international movies all year-round. Tickets priced \$10 all days and \$8 for students.
3. **1 GVmax**, a gigantic auditorium with 602 seats and one of the widest screens in Asia at 22.4 metres. Tickets priced from \$7 to \$9.50.
4. **10 New Stadium** cinemas where every seat in the hall is the 'best in the house' with radiused stadium seating and extra wide legroom (seating capacities ranging from 64 to 215). Tickets priced from \$7 to \$9.50.

"GV VivoCity will blow the competition away. We truly believe these are The Best Cinemas In The Entire World. Thirty years of cumulative experience around the world has been factored into GV VivoCity – no effort has been spared to make every detail of our new Singapore flagship the best it can possibly be," says Mr. Chris Johnstone, Village Cinemas' Director of Architecture, who led the team designing GV VivoCity.

The GV VivoCity experience comes with 2,173 seats and 15 state-of-the art auditoriums, all stadium style with radiused seating, extra wide legroom and wall-to-wall floor-to-ceiling screens. The variety of movies screened at GV VivoCity premises, the emphasis on customer service and , the design and architecture concept make up this unique entertainment experience, which will be accessible to public from 7th of October 2006 onwards.

XXX

About Golden Village Singapore

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 VivoCity. The company and circuit are renowned for prime locations, state-of-the-art design, the widest choice of movies, and leading-edge marketing. Film distribution arm Golden Village Pictures Pte Ltd releases an average of 30 to 40 titles per year, ranging from blockbusters such as the MATRIX trilogy, CONSTANTINE and CHARLIE & THE CHOCOLATE FACTORY to international arthouse hits like THE MOTORCYCLE DIARIES and SUPER SIZE ME. In November 2006, Golden Village Pictures will present the lovely animated penguin film, HAPPY FEET, with Robin Williams, Nicole Kidman, Elijah Wood, Hugh Jackman and other luminaries in its voice cast.

XXX

For more information, please contact:

Angelika Quadt
External Publicist for Golden Village Multiplex
Red Dawn Communications
Tel: +65 6222 4704
Email: angelika@reddawncommunications.com