



Movie Ticket Reservation Now Available with iGV at the Touch of a Button

Movie-goers can now enjoy a new way of reserving movie tickets with iGV

4 March 2009 – Golden Village’s popular iPhone download application, iGV now provides movie-goers with an even greater ease of reserving movie tickets at their fingertips on iPhones.

iGV was successfully launched on the Apple iTunes Store and is available for all iPhone handset users. With its release since December last year, iPhone users have been able to download the popular application and icon on their handsets, setting the record as the number one download worldwide within the free category of Apple Worldwide during that month.

Movie-patrons with iPhone handsets can now enjoy and benefit from iGV’s latest function that allows the simple ease and convenience of reserving movie tickets at Golden Village cinemas anywhere, at anytime of the day.

The collection of reserved movie tickets via iGV functions similarly as GV’s hotline phone reservation. All the movie-patron has to do is visit the Collection Module to retrieve the reservation transaction and print out the number of tickets reserved which is currently the same procedure for phone bookings. Patrons will need to pay for the total ticket amount, along with a booking fee of \$1.00.

Other benefits of downloading iGV also include the ease and ability to access a myriad of information relating to; current movies being screened, coming attractions, movie session timings and cinema details. This allows movie-patrons to be better-informed on their choice of movie to watch, positioning Golden Village as the industry leader in providing value-add entertainment and top-notch customer service to all their patrons.

iGV is currently available for download at the Apple iTunes Apple Store.

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.

Film distribution arm Golden Village Pictures Pte Ltd releases an average of 80 titles per year, ranging from blockbusters such as the MATRIX trilogy, CONSTANTINE and HAPPY FEET to international arthouse hits like THE MOTORCYCLE DIARIES and SUPER SIZE ME. 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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