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Golden Village is the First Local Cinema to Personalize Movie-Going Experience

New Golden Village Movie Club will reward cinema patrons with unparalleled benefits and privileges

SINGAPORE, 20 August 2007 – Come September 1st, Golden Village will launch a new personalized loyalty programme - Golden Village Movie Club (GV Movie Club). The movie club membership is offered free to everyone who signs up at www.gv.com.sg and aims to revolutionize cinema going in Singapore with customized options for every member and guaranteed benefits upon joining.

GV Movie Club personalizes and enhances each patron's movie-going experience. Movie-watching is taken to a personal level with the aid of GV's customer relationship management program. Each individual is rewarded with treats specific to his or her individual movie preferences.

“The Golden Village Movie Club is *the* club for all movie-goers in Singapore. As market leader, Golden Village is excited to take the lead in customizing and personalizing our product and service offerings based on members' tastes and preferences. If a Golden Village Movie Club member's favourite location is GV Marina and he or she likes science-fiction movies, for instance, we'll do lots of exciting sci-fi related programmes for that member at that site”, said Mr. Kenneth Tan, Managing Director, Golden Village Multiplex.

GV Movie Club is an easy to apply, easy to use loyalty programme. Members can sign up online at www.gv.com.sg from 1st September and they can collect their membership card at any 9 GV locations the following day after registration.

Benefits of Golden Village Movie Club

- \$6.50 ticket price for members on every Tuesday for all locations;
- Birthday treat of 'Buy-One-Get-One Free Standard movie ticket' on actual birth date;
- Priority seat selection available online for members;
- Members can enjoy 1 popcorn at \$5 and get 1 free 16 oz Coke (worth \$2);
- Waiver of SMS confirmation fee (worth S\$0.20 each) for online booking;
- Top Spenders Rewards;
- Industry related privileges: Up close & personal with movie stars, exclusive invitation to gala premieres, press conference, film talks, behind the scenes set tours;
- Monthly Members Draw, promotions, for members only;
- Special Candy Bar discounts for members;
- Promotional merchant benefits exclusive to members;
- Plus additional “Surprise & Delight” rewards.

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About Golden Village

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 30 to 40 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.

Official website: www.gv.com.sg

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