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## RENOVATED GOLDEN VILLAGE BISHAN INTRODUCES SINGAPORE'S FIRST D-BOX MOTION SEATS AND A HOST OF VALUE-ADDED DEALS



**Singapore, 21 February 2014** – After a month-long renovation, the newly-renovated Golden Village Bishan (GV Bishan) has re-opened its doors, presenting a new movie-going experience through the introduction of **D-BOX motion seats** whilst providing added value to its many patrons through **student deals** and **free movie tickets giveaways** .

## New Highlights at GV Bishan:

### 1. D-BOX Motion Seats



Taking the movie-going experience to an exciting new level, the revamped GV Bishan will feature D-BOX motion seats, which are programmed with movements and sensations to complement the action on screen. Equipped with three types of intelligent movement (subtle pitch, roll and heave), the D-BOX motion seats move patrons gently forwards and backwards, from side to side and up and down in perfect synchronisation with the action on screen. These elements come combined create an immersive cinematic experience.

At GV Bishan, which is the first cinema in Singapore to feature these unique motion seats, the film to make its D-BOX debut is **Need for Speed** which will open on **13 March 2014**. This will be followed by **Captain America: The Winter Soldier (27 March)** and **Noah** in 2014.

“The introduction of D-BOX at GV Bishan is yet another milestone for Golden Village as we seek to improve the movie experience by enabling patrons to experience a truly immersive cinematic experience. We are looking forward to receiving feedback from our patrons after they have seen **Need for Speed** and our fans can be assured that we are looking to provide many more exciting D-BOX films in the coming months”, said Ms. Clara Cheo, Chief Executive Officer, Golden Village Multiplex Pte. Ltd.

Tickets for the D-BOX experience for 2D titles at GV Bishan ranges from \$11.50 from Monday-Thursday to \$15.50 from Friday-Sunday, eve of public holidays and public holidays. Tickets for D-BOX 3D movies

are priced at \$14.00 from Monday-Thursday and \$20 from Friday-Sunday, eve of public holidays and public holidays. Students enjoy a concession rate of \$10 for 2D films and \$12 for 3D films respectively. For more information on ticket purchase for the D-BOX motion seats, please visit [www.gv.com.sg](http://www.gv.com.sg)

## **2. Free Tickets for the First 100!**

To celebrate the re-opening of GV Bishan, Golden Village is giving away free movie passes to the first 100 customers who present their GV Bishan ticket stubs purchased before 20 February 2014. The promotion is valid from 20 February to 26 March 2013. Terms and conditions apply.

## **3. More Bang for your Buck**

As part of Golden Village's promise to provide added value for its patrons, it has introduced a number of promotions which will be available at the newly-revamped GV Bishan:

- **The More, The Merrier Student Offer** – Patrons who present their student cards can receive greater discounts when they come in bigger groups (Eg. A group of three at \$7 per ticket, a group of four at \$6.50 per ticket, a group of five can enjoy a movie for as low as \$5.50 per ticket)
- **The \$4.50 Student Combo** – Patrons who present their student cards can enjoy popcorn combo at just \$4.50 (UP -\$7.90) from 20 February until 30 April 2014.
- **Get Poppin' with 8 Days** – Patrons can redeem a free 32oz popcorn with the 8 Days popcorn box (attached to the 20 February issue of 8 Days magazine) when they purchase 2 movie tickets at GV Bishan from 20 February to 12 March 2014.

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### **About Golden Village Multiplex**

Golden Village Multiplex Pte Ltd is Singapore's leading cinema exhibitor with 11 multiplexes housing 87 screens with locations at Yishun, Bishan Junction 8, Tiong Bahru Plaza, Jurong Point, Tampines Mall, Marina Square, Great World City, Plaza Singapura, 112 Katong, City Square and VivoCity, home to GV's flagship cinema and Singapore's only megaplex. 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.

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.