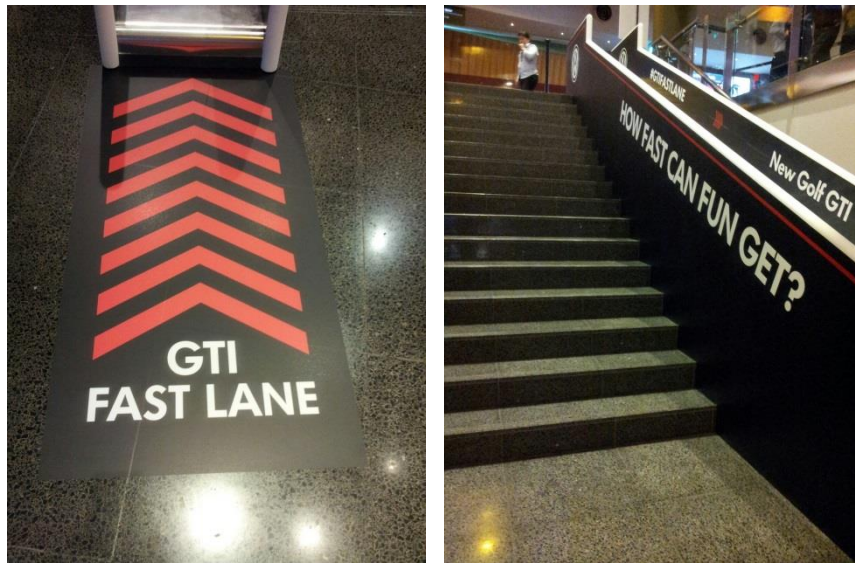


FOR IMMEDIATE RELEASE

## GET INTO THE ADVERTISING FAST LANE WITH GOLDEN VILLAGE

*Singapore's largest cinema operator offers creative out-of-home advertising spaces that fosters interactivity and injects fun!*



**Singapore, 1 August 2013** – Golden Village celebrates another breakthrough as it introduces a whole new approach to out-of-home advertising. A first of its kind in a cinema setting, Golden Village partnered with German carmaker, Volkswagen to promote their latest Volkswagen Golf GTI with a unique interactive advertising platform, done in an effort to promote the element of fast fun.

Patrons who step into Golden Village VivoCity from now till August 18 will find a new built-in feature. A high-velocity slide, called the GTI Fast Lane now links the second and first level of the multiplex, an unconventional change to the usual route down a long flight of stairs. Standing at 13.3m in length, over 1,000 patrons hopped on for a mini joyride on its first weekend of operation.



“The new Golf GTI is all about driving enjoyment. With the GTI Fast Lane, we have created similar thrills that can be enjoyed in a unique and accessible form,” said Melissa Bell, General Manager of Marketing Communications at Volkswagen Singapore. In an effort to promote the new Volkswagen Golf GTI, this innovative advertising option has proven to be a great success, making waves with both the young and old.

This initiative will be the first of many creative advertising options available with Golden Village. Paul Chung, Media Sales Director said, “We are always on a lookout for creative and innovative inputs in our cinemas to enhance our customer’s movie going experience. We are open to explore all possibilities for such creative initiatives that are in agreement with our safety standards and operational procedures.”

Advertisers can now look into promoting their brands and products through interactive, innovative and creative ways with Golden Village. The largest cinema operator in Singapore, Golden Village boasts a solid captive audience, with 11 multiplexes housing 87 screens located island wide. Golden Village’s Movie Club member alone has more than 540,000 registered members and its Facebook page, Mr. Popcorn draws close to 78,000 followings.

For enquiries on media advertising in Golden Village, please contact:

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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. From December, GVP is proud to present CHINESE ZODIAC, ZERO DARK THIRTY, TAXI! TAXI!, GANGSTER SQUAD and the biggest release of Chinese New Year 2013, Stephen Chow's JOURNEY TO THE WEST: CONQUERING THE DEMONS.