FOR IMMEDIATE RELEASE

SAY GOODBYE TO LONG QUEUES AS GOLDEN VILLAGE KICKSTARTS A NEW MOVIE EXPERIENCE WITH QUICK TIX™

A hassle-free world awaits at all Golden Village Cinemas!

Patrons with

**QUICK TIX**
(QR code in confirmation email)

Please proceed to cinema hall for entry.

TICKET COLLECTION NOT REQUIRED.

3 Easy Steps with

**QUICK TIX**

1. **OPEN**
   Get your QR code ready

2. **TAP**
   Phone face down on the scanner

3. **GO**
   Proceed to hall

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**Singapore, 30 October 2013** – Standing in line at the box office will soon be a thing of the past. Golden Village (GV) offers added convenience for movie-goers with the islandwide launch of Quick Tix™. The new and enhanced technology deployed across all GV cinemas will allow patrons to beat the box office queue, creating greater convenience and ease for all.

The time saving technology aims to boost productivity in cinemas as well as allow patrons to enter the theatre in a quicker, more efficient manner, one that will be most useful in aiding the crowds during weekends and blockbuster screenings.
The island wide roll out of Quick Tix™ was made possible after the positive results seen from the launch of the Auto-Gate system, first introduced at GV City Square in 2012. GV’s Quick Tix™ is easy to use and is the ideal tool for patrons who are tech-savvy and constantly on-the-go.

Since its implementation, GV has seen an adoption rate of close to 20% at some of its locations. With every online transaction made, either through GV app iGV or online via www.gv.com.sg, a unique QR code, embedded in the confirmation email will be sent to the customer’s email address. Customers can then head down to the auditorium after scanning the QR code from their mobile devices. Time saved from having to queue for ticket collection will also allow patrons more time to browse and purchase snacks at the candy bar. To promote the use of Quick Tix™, GV has introduced a Quick Tix™ combo comprising of one regular popcorn and one regular coke for only $6. This promotion is valid for customers who use Quick Tix™ for ticket purchase from now till 26 November 2013.

“Golden Village is constantly on a lookout to offer the latest technological advancement that help improve customer experience at our cinemas. Quick Tix™ complements Golden Village’s existing purchasing channels and we believe it will make a positive impact on moviegoers, majority of whom purchased their tickets online.” said Ms. Clara Cheo, Chief Executive Officer, Golden Village Multiplex Pte Ltd.

Enjoy the convenience of Quick Tix™ today at all GV cinemas with every online ticket transaction. For more details log on to: www.gv.com.sg

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**GOLDEN VILLAGE QUICK TIX™**  
**FREQUENTLY ASKED QUESTIONS**

1. **What is Quick Tix™?**  
Quick Tix™ is an e-movie ticket that will be sent to you when you book movie tickets online either via the Golden Village website (www.gv.com.sg) or via the iGV app.

2. **How does Quick Tix™ work?**

   (i) Upon online booking, a confirmation email will be sent to you with an embedded QR Code
   (ii) With the QR-Code, you can proceed directly to the usher point, scan in the QR code and proceed for entry to the auditorium

3. **Do I need to collect my tickets at the box office?**
   No collection of tickets at the box office will be required as the ticket have been sent directly to your email address.

4. **Does Quick Tix™ apply to all movie tickets?**
   Quick Tix™ is applicable to all movie tickets, as long as purchase is made via the Golden Village website and iGV; this excludes prepaid movie tickets.

5. **What if my confirmation email does not display the embedded QR Code for my Quick Tix™?**
   The same QR Code will also be displayed on a separate attachment that will be included in all confirmation email.

6. **How will I know if my confirmation email has a Quick Tix™?**
   It will be clearly indicated in the confirmation email, with a Quick Tix™ logo and embedded QR Code attached alongside.

7. **How many Quick Tix™ will I receive for every ticket purchase?**
   Only one Quick Tix™ will be issued per transaction, regardless of number of tickets purchased in one transaction.
8. **What happens if I do not receive my Quick Tix™ after my online booking?**

Please proceed online to check your booking; you may request to view Quick Tix™ or request for the confirmation email to be sent to you again.

9. **What happens if I lose my Quick Tix™?**

You may proceed online and request for the confirmation email to be sent to you again.

10. **Do I need to print out my Quick Tix™?**

No printing is required as Quick Tix™ can be scanned using any smart phone, including mobile devices like iPads.

11. **Where can I print out my Quick Tix™?**

Printing of Quick Tix™ is not necessary as the QR Code can be scanned using any smart phone, including mobile devices like iPads.

12. **If I make more than one ticket purchase, do I need to wait for everyone before scanning the QR code to enter?**

No, you do not have to wait for everyone to be present; simply forward the confirmation email with the embedded QR Code to your respective friends.

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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.