

MEDIA RELEASE

Golden Village Gold Class® VivoCity Unveils New Ultra Luxurious Nappa Leather Seats

Sporting the same leather used in luxury sports cars, new Gold Class® seats elevate the luxury movie viewing experience to greater heights

Singapore, 9 December 2015 – Golden Village brings luxury cinema viewing to another level with the launch of new cinema seats for Gold Class® VivoCity. The new Barcelona recliners come clad with Nappa leather, the same material used by leading European automakers for their car seats as well as some of the world's luxury goods. Durable and smooth, Nappa leather retains the original blemishes and texture of the raw material from which it was derived. Invented by Emanuel Manasse, a tanner from California, Nappa leather is soft and pliable and does not retain moisture, making it perfect for Gold Class® cinema seats.

A total of 110 Nappa-clad Barcelona seats were acquired by Golden Village. The seats come fully-contoured and provide ample support for the body, ensuring maximum comfort for all users. Cinema viewers can also adjust the footrest and backrest to their preferred angle. All seats come with built-in USB chargers.



Says M Hafidz, the Assistant Manager for Gold Class® Operations, “The public has come to expect more from their cinema experience. The introduction of Nappa leather-clad seats at Gold Class® is our brand’s way of surpassing patrons’ expectations of seat comfort. We will continue to introduce product offerings to improve the cinematic experience at Gold Class®.”

Aside from the acquisition of new seats, Gold Class® recently introduced new additions to its menu, such as truffle fries, Thai grilled chicken thigh and abalone udon. Those with a sweet tooth will be delighted to know that Gold Class® now serves some decadent delights such as Reese’s Chocolate Peanut Butter Pie, Key Lime Pie and Oreo Milkshake.

To experience Gold Class® call its concierge hotline at 6653-8166 to book tickets. Charges apply. Ticket prices start from SGD 29.00. Golden Village VivoCity is located at 1 Harbourfront Walk, Singapore 098585.



For more information, please log on to: www.gv.com.sg.

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About Golden Village Multiplex

Golden Village Multiplex Pte Ltd is Singapore's leading cinema exhibitor with 11 multiplexes housing 92 screens with locations at Yishun, Bishan Junction 8, Tiong Bahru Plaza, Jurong Point, Tampines Mall, Great World City, Plaza Singapura, 112 Katong, City Square and VivoCity, home to GV's flagship cinema and Singapore's only megaplex. In November 2014, GV expanded its circuit with the opening of GV Suntec City, Golden Village's downtown flagship, boasting eight auditoriums and three Gold Class halls with a total capacity of 1,390 seats. 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. Additionally, GV constantly upgrades its IT capabilities to enhance the consumer experience with notable recent additions such as Quick tix™, its enhanced iGV app and the auto-gate system.

Established in 1993, Golden Village Pictures (GVP) is Singapore's leading independent film distributor, releasing a wide range of blockbusters such as AMERICAN SNIPER, SAN ANDREAS and the



DIVERGENT series to Asian delights including Jackie Chan's CZ12, POLICE STORY 2013 and Stephen Chow's JOURNEY TO THE WEST: CONQUERING THE DEMONS. GVP is also the top distributor for home-grown films including ILO ILO and the AH BOYS TO MEN series.