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Golden Village Opens Renovated Tiong Bahru Cinema

A movie at renovated GV Tiong Bahru can be “Easy, Express and Efficient” through its automated cinematic amenities



Singapore, 26 May 2016 – Golden Village Multiplex has opened the much awaited, renovated Golden Village Tiong Bahru. The refurbished cinema has five halls and comes fully equipped with 789 green Grandeur cinema seats and 11 handicapped seats. The spacious Grandeur seats come with ergonomic features that make movie watching a comfortable experience. Its cinema halls are also equipped with Induction Loop, a technology that makes it easier for hearing impaired individuals to fully appreciate a movie’s audio.

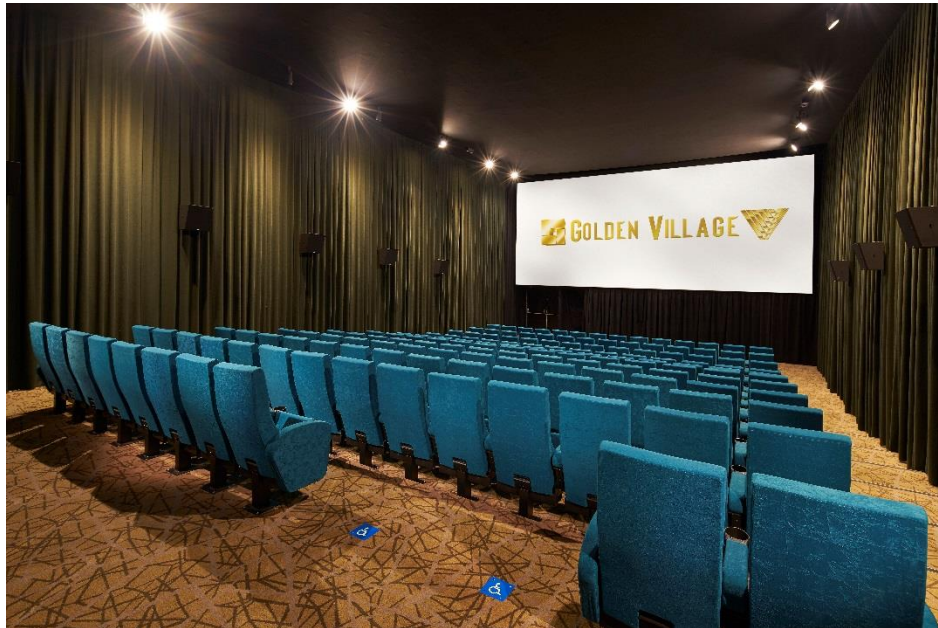
Aspiring to deliver an “Easy, Express and Efficient” movie experience, GV Tiong Bahru comes with Automated Ticketing Machines that make it quick and hassle-free for cinemagoers to purchase tickets and food using their credit cards, pre-paid cards or cash. Patrons who have booked online can enter movie halls using Quick Tix®, a QR code sent to their mobile phones which can be



scanned at the cinema's two-lane auto gate. There is also a dedicated express pick-up counter for food and beverage which have been pre-ordered online.

The reopening of the cinema was met with much enthusiasm by residents of Tiong Bahru, an estate that is home to several generations of Singaporean families, working expatriates and has become famous in recent years for its lively café scene. Even during the renovations, many patrons often went to check if the cinema was open, as they were keen to watch movies without leaving the comforts of their neighbourhood. For many residents, GV Tiong Bahru is a place of fond memories, where they first fell in love with movies.

GV Tiong Bahru is the last GV cinema to go through major upgrades in recent years. The refurbishment of GV's cinemas started with GV Yishun in 2010, followed by GV Jurong Point in April 2012, GV Plaza in December 2012, GV Grand, Great World City in 2013, GV Bishan in 2014 and GV Tampines in 2015. The upgrading of GV's cinemas is testament of the company's commitment in providing state-of-the-art cinema facilities to moviegoers. It also shows that the cinema industry continues to thrive amidst alternative entertainment options such as streaming sites.



Residents of Tiong Bahru can look forward to exciting promotions. They can get a \$2 discount from each ticket purchased from GV's website (www.gv.com.sg) or via the booking app iGV when they purchase a minimum of four tickets. Patrons of GV Tiong Bahru will also get a chance to win exciting prizes such as electronic gadgets, travel and shopping vouchers monthly when they book tickets using the Automated Ticketing Machines. For more information on promos, patrons can check GV's website.

Moviegoers can now purchase tickets from GV Tiong Bahru's box office, www.gv.com.sg, Automated Ticketing Machines, and iGV app (available on [Google Play](#) and [Apple App Store](#)).

For more photos of GV Tiong Bahru, please download them from this link:

https://www.dropbox.com/sh/p6d7pb5xay1xg05/AADMKK95vN-DR_7wUY7ltROKa?dl=0.



APPENDIX

GV Tiong Bahru Promo

1. Patrons of GV Tiong Bahru will get a chance to win exciting prizes when they purchase tickets using the Automated Ticketing Machines. Below are the mechanics. Terms and conditions apply.
 - Purchase at least one ticket using the Automated Ticketing Machine located at GV Tiong Bahru between 1 June and 30 Sept 2016.
 - Fill up the contest form with your particulars and attach your ticket stub collected from the Automated Ticketing Machine.
 - Drop the contest form into the lucky draw box located at GV Tiong Bahru between 1 June and 30 Sept 2016.
 - Contest period: 1 June – 30 Sept 2016

Prizes

June: iPad Pro 128GB Wi-Fi + Cellular (worth \$1,648)

July: \$500 worth of AsiaMalls Vouchers

August: \$1,500 worth of travel vouchers

September: 13-inch MacBook Pro with Retina display (worth \$1,988)

2. Residents who have received an exclusive flyer in their mailbox will also get to enjoy \$2 off every ticket.
3. Patrons of GV Tiong Bahru will also be able to receive \$2 off every ticket when they purchase up to four tickets online or through the mobile booking app, iGV. Terms and conditions apply.

Steps

- Purchase your ticket through www.gv.com.sg or iGV
- Select 'GV Tiong Bahru 2016' as the price type before payment
- Key in <promocode> when making payment before checking out



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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.