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GOLDEN VILLAGES I-MODE TICKETING A HIT WITH STARHUB'S I-MODE® USERS

The Top 10 i-mode site allows users to buy movie tickets and more, anywhere, anytime

SINGAPORE, 17 March 2006 – Golden Village Multiplex is proud to set new standards in mobile ticketing for cinemas in Singapore by offering seat selection and ticket purchase ON STARHUB'S i-mode mobile INTERNET PLATFORM. The first quarter performance review results of GV i-mode ticketing since its launch in Singapore on November 19, 2005 showed that IT RANKS AMONGST THE TOP 10 I-MODE SITES FREQUENTLY ACCESSED BY MOVIE BUFFS WHO CHECK MOVIE SYPNOSES AND BUY TICKETS.

As part of the strategic partnership between Golden Village and StarHub, the launch of i-mode has enabled Golden Village to further expand its booking channels on mobile phones, providing a feature-rich and stylish user interface consistent with its award winning internet website. Developed using nexmedia's nexsites mobile content platform, users are able to choose the exact seats that they want from a map of the cinema presented on their handset screen and make a confirmed ticket booking using SSL secured payment via credit card. The Golden Village i-mode site is the world's first to offer interactive handset based seat maps indicating in real-time which seats have already been booked, and allowing users to have full control over their movie-going experience. There is no subscription fee for this service and the customer only pays a \$1 fee per successful booking. Movie goers can also access movie-related information when on the go. They can browse movie titles, schedules, movie synopses and even check their current reservations, whether made from their handset or via Golden Village's website. i-mode users also have been provided special access to unique promotions available only for them. There are plans to allow i-mode users to watch movie trailers from their handsets.

"The mobile phone has become an important communication and customer service tool. We decided to launch this unique mobile ticketing system with StarHub to allow our patrons to have a convenient way of reserving seats for a movie when on the go. We were also the first to install special kiosk machines at the theatres and island wide with AXS for ticket pickup at any of these kiosks, allowing movie goers to bypass box office lines. Golden Village is planning for a completely wireless ticketing system that would accommodate cellular telephone, and even mobile tickets. It's like having your own personal theatre box office! This is our first of many future uses of technology to improve the Golden Village movie-going experience. We are a technology-driven company," says Kenneth Tan, Managing Director, Golden Village.

"nexmedia is proud to provide the technology that powers the Golden Village i-mode site." says Arthur Goh, Director of Sales South East Asia, nexmedia in Singapore, "Through the use of our nexsites mobile platform and StarHub's i-mode, we have been able to provide a level of functionality to Golden Village movie goers not seen before on mobile telephones. nexmedia strongly believes that the user's experience when using mobile

applications should be as rich as possible and nexsites in conjunction with StarHub's i-mode provides that ability, while still maintaining compatibility across a very wide range of devices. The success of Golden Village's i-mode site shows that transactional, revenue generating mobile applications are certainly possible."

"As part of strategic alliance with Golden Village, we are very pleased to have Singapore's largest cinema operator on board as one of our key content partners to enhance our i-mode offering. Designed to simplify people's ever busy lifestyles, the GV i-mode ticketing service enhances the pre-movie experience for our customers, allowing them to purchase movie tickets anywhere, anytime with just a few easy clicks on the mobile phone," says Chan Kin Hung, Senior Vice President, Mobile Services, StarHub. "In addition, checking movie show times, obtaining movie synopses, down right to selecting your seats with your movie tickets purchase are truly handy and easy, even when you are on the move. This service from Golden Village definitely complements our exciting suite of compelling content and useful lifestyle services for our i-mode customers."

Starting this week, users who book tickets in advance via i-mode for ICE AGE 2 will get an exclusive ICE AGE 2 premium.

Note: *i-mode and the i-mode logo are trademarks or registered trademarks of NTT DoCoMo, Inc. in Japan and other countries.*

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About Golden Village Multiplex Pte Ltd

Golden Village is Singapore's leading cinema exhibitor with 8 multiplexes housing 58 screens: Yishun, Plaza Singapura, Great World City, Marina Square, Tampines Mall, Jurong Point, Bishan Junction 8, Yishun and Tiong Bahru Plaza. The company's new flagship 15-screen multiplex at Harbourfront will open in October 2006. Boasting state-of-the-art design and presentation, wall-to-wall screens, a fully integrated multi-channel ticketing system, and innovative partnerships and facilities such as Citibank Gold Class, the StarHub Movie Zone, and the Samsung Platinum Lounge, Golden Village promises to give their patrons a comfortable and memorable experience and lives to its reputation as The Best Cinemas In The World. Please visit www.gv.com.sg for more information.

About nexmedia Pte Ltd

nexmedia is a leading provider of compelling enterprise mobile applications and platforms. Through the use of nexsites, their flagship platform, customers can quickly and easily build content-rich mobile systems that automatically support and adapt to well over 1,000 different mobile handset makes and models. Instead of learning the intricacies of each mobile handset or telecommunications technology, nexsites instead allows content providers to focus on creating rich, world-leading applications and content while assuring access from the widest range of mobile handsets. In Singapore, nexmedia's technology powers mobile applications on behalf of HSBC, Pizza Hut, ZUJI, Streetdirectory.com and many other household brands. Please visit www.nexmedia.com.sg for more information.

About i-mode

i-mode® is a mobile Internet service exclusive to StarHub in Singapore.

StarHub's i-mode service literally has something for everyone, allowing users to do so much more on their mobile phone. Just one click of a button on an i-mode mobile phone opens the door to more than 100 official i-mode sites of compelling content and useful services including news, sports, banking and trading, entertainment, Chinese content, shopping, information and directories, fun downloads, chat, games and lifestyle content. With i-mode, users can also enjoy i-mode Mail, a push-based mail service for instant email access at all times. Visit any StarHub Shop, Exclusive Partners' outlet or www.starhub.com/imode for more information.

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