



Media Advisory
For Immediate Release

GOLDEN VILLAGE LAUNCHES RECYCLING AWARENESS CAMPAIGN

GV to educate patrons on how to recycle correctly at GV Yishun

Singapore, 26th April 2011 – Golden Village Multiplex launched an educational and incentive-driven campaign to promote environmental sustainability at GV Yishun today, in an effort to educate the public and enhance awareness on the importance of recycling correctly.

GV Yishun is Asia's first eco-friendly multiplex and was recently the recipient of the Green Mark Gold Award, the first and highest ever awarded to a cinema exhibitor by the Building & Construction Authority (BCA), making the venue an ideal launch pad for this recycling effort.

Over the course of this recycling campaign, patrons who are spotted recycling their trash correctly at GV Yishun will be rewarded with prizes and a commendation on Golden Village's "Mr. Popcorn" Facebook page, which has more than 23,000 fans to date.

The campaign includes exhibiting recycling facts on GV Yishun's electronic posters and stickers located within the cinema. The aim is to reduce recycle bin contamination by reminding users of what can and cannot be placed in the bins. Bin contamination occurs when un-recyclable materials are misplaced into recycling bins, leading to an escalation of overall recycling costs to maintain the cleanliness of the environment.

For more information on Golden Village's latest recycling campaign, please log on to www.gv.com.sg for more details. Terms and conditions apply.

About Golden Village Multiplex

Golden Village Multiplex Pte Ltd is Singapore's leading cinema exhibitor with 9 multiplexes housing 73 screens: Yishun, Bishan Junction 8, Tiong Bahru Plaza, Jurong Point, Tampines Mall, Marina

Square, Great World City, Plaza Singapura, and its latest, biggest 15-plex flagship VivoCity. Golden Village was established to develop and operate modern, luxurious multiplex cinemas and is the first local cinema to personalize the movie-going experience through its Golden Village Movie Club program. Golden Village was the prime mover in the introduction of multiplex to Asia. The company's first imprint in Singapore was made on 28 May 1992 with the successful opening of the Yishun 10 cinema complex. Today, the company and circuit 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 is Singapore's leading independent movie distributor, releasing a wide range of titles from blockbusters like the MATRIX trilogy, HAPPY FEET, OCEAN'S THIRTEEN and I AM LEGEND to arthouse gems such as SLUMDOG MILLIONAIRE, THE READER and DEPARTURES to world-acclaimed documentaries THE COVE, MAN ON WIRE and NANKING. Golden Village Pictures is also the leading distributor for many of Singapore's home grown movies like Kelvin Tong's THE MAID, Royston Tan's 881, Jack Neo's MONEY NO ENOUGH 2 as well as key Asian hits including SHUTTER, 4HOBIA, KUNGFU DUNK and RED CLIFF. Golden Village constantly aims to raise the bar in everything that it does so as to offer patrons a memorable experience at the cinemas. (www.gv.com.sg)