



PRESS RELEASE

Golden Village Plaza Singapura – New Look, New Lease on Life, New Entertainment Experience

2 December 2008 – Cinema-going at Golden Village Plaza Singapura will never be the same again come 6th December 2008.

Ten years after establishing itself as one of the premiere cinemas in the Orchard Road belt, Golden Village Multiplex (GVM) has transformed the 7th floor of the mall into an expanded entertainment experience.

After vacating its offices for a bigger space in basement one of the mall, Golden Village Multiplex teamed up with CapitalLand, the mall's landlord, to refurbish the entire floor, turning it into a mall-within-a-mall.

Despite the economic downturn, Golden Village Multiplex splashed out S\$2 million to give the 7th floor a facelift since 1998. A majority of the renovation cost was dedicated to creating a sophisticated, modern and entertainment-focused ambience. GV's newly renovated 7th floor is similar to the stylish architectural layout at GV VivoCity. It is difficult not to be impressed by the spacious, trendy ambient of GV Plaza's foyer where patrons purchase their movie tickets and concessions. This clearly sets GV apart from their competitors in relation to their smaller foyers.

"Cinema-going is no longer just about having the best seats, the best sound system or the best food. In today's climate, it is important for us to enrich our patrons' entertainment experience to stay competitive. These new retailers offer our cinema patrons an opportunity to enhance their movie experience with collecting movie memorabilia, toys, swords, comics, games featured in the movies." said Mr. David Glass, Managing Director, Golden Village Multiplex Pte Ltd.

Nine new stores now occupy the refurbished 7th floor, with one more due to open in January 2009. As the main objective was to enhance a patron's entertainment experience, GVM played a key role in the tenant selection process.

Of the six currently opened, five of them are geared towards appealing to a patron's visual senses. Simply Toys, Toy Outpost, Toy Closet, Movie Replicas and Caesars are essentially shops selling collectibles, but they also serve as a visual feast for movie buffs.

Walking along the corridor of Simply Toys and you will be greeted by a life-size Terminator T-800 robot and a statue of Princess Leia from Star Wars. Inside the shop, lifelike displays of movie props and replicas line an entire wall, making the shop almost museum-like.

Next door, Toy Outpost offers a different kind of experience. It is a shop that offers rental boxes, to sell and display toys, movie memorabilia and collectibles. You could spend hours seeking out the gems on sale.

Star Factory is an offering that overwhelms the senses of sight, sound and touch. Engage in the latest arcade games and be engaged on a different level. If you would rather game in the comforts of your own home, then head over to Gaming Era for the latest games for PC or console.

Kono Pizza and Boost juice are the new Food & Beverage options for patrons to sample at GV Plaza. Indulge in these new concession food items that can be brought into the cinema halls.

Live out your movie fantasies at GV Plaza's 7th floor. Come experience it for yourself at the re-launch on 6th December 2008, and look out for the specials available only on the day.

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.

Film distribution arm Golden Village Pictures Pte Ltd releases an average of 80 titles per year, ranging from blockbusters such as the MATRIX trilogy, CONSTANTINE and HAPPY FEET to international arthouse hits like THE MOTORCYCLE DIARIES and SUPER SIZE ME. 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)

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