

**For Immediate Release**

## Golden Village launches new work-from-lounge concept at GV Suntec City for patrons seeking a change of scene



**Z·E·S·T | GOLD CLASS®**  
Zen Entertainment Space Taste — GV SUNTEC CITY —

Special Introductory Price  
Limited seats available! **\$15\*** Mon – Fri  
12pm to 6pm (U.P. \$25)

**Redefining Ideal Workspaces**  
Work From Our Luxurious Lounge & Enjoy Impeccable Perks

- Clean & Quiet Lounge
- Free High-Speed WiFi
- Free Flow Water
- Free Premium Coffee or Tea
- Free Popcorn
- Attractive Movie Discount Voucher
- ZEN ZONE**  
\*Top up \$5 for comfy power nap @ Zen Zone\* (U.P. \$10)

\*Available from 12 Oct - 31 Oct 2020, for walk-in purchases only. Seats are subject to availability. Photos are for illustration purposes only. Patrons who have purchased the Zen Zone top-up can enjoy Zen Zone between 12pm - 1:30pm or 2pm - 3:30pm. Visit [www.gv.com.sg](http://www.gv.com.sg) for full details.

**GOLDEN VILLAGE**

**Singapore, 14 October 2020** – Are you tired of working from home, in need of some inspiration or just looking for a change of scene? If you are, then Golden Village might just have the answer for you!

Golden Village's **Z.E.S.T @ Gold Class®**, available exclusively at Suntec City Gold Class®, is a new work-from-lounge concept that blends the thrill of a trip to the cinema with the essential needs of a fully functioning work space.

**Suntec City Gold Class®** is conveniently located in the central business district, and is just a short walk from Promenade MRT Station. Z.E.S.T – an abbreviation of *Zen, Entertainment, Space, Taste* – is the first of its kind in Singapore. Here, patrons can enjoy a conducive space in which to work or study, without the long-term commitment required by conventional co-working spaces, or the time-limitations often stipulated at cafes.

Besides having a conducive space to work in, Z.E.S.T @ Gold Class® patrons can also recharge themselves and stay on top of work with Golden Village's signature Zen Zone program. Patrons can enjoy a quick power nap on Gold Class®'s plush recliners between 12pm – 1:30pm or 2pm – 3:30pm.

As one might expect from Singapore's leading cinema operator, it all comes with a blockbuster introductory offer that includes free popcorn, a complimentary cup of tea or coffee and movie discount vouchers.

From 12 – 31 October 2020, patrons can enjoy a \$15 (U.P. \$25) special introductory offer for Z.E.S.T @ Gold Class® & \$20 (U.P. \$35) for Z.E.S.T & Zen Zone @ Gold Class®.



Z.E.S.T @ Gold Class®\* includes these attractive perks:

- 6 hours access to GV's luxurious Gold Class® lounge (12pm to 6pm)
- High-speed WIFI access
- Complimentary cup of premium coffee or tea
- A box of regular GV popcorn
- Free-flow drinking water
- Customers will also receive an exclusive movie discount voucher to enjoy a weekday movie for \$6 (U.P. \$9.50) or on the weekend for \$9.50 (U.P. \$13.50) (depending on day of pass purchase)

*\*Terms & Conditions apply; please refer to Annex A for details.*

This move is part of GV's 'more than a movie' brand promise, as Ms. Clara Cheo, Chief Executive Officer, Golden Village Multiplex explained:

"We're very excited to launch Z.E.S.T @ Gold Class® in response to the challenges faced by many of our customers who have had to work from home for a long period of time. As a business, we are continually looking at new and innovative ways to remain relevant to our customers and demonstrate our ability to adapt to new realities. Z.E.S.T @ Gold Class® is the latest step of our journey as we remain dedicated to providing our customers with *more than a movie*."

Other recent innovations by GV include M Pass (value-for-money collectable movie card); GV Show Book (with movie and dining vouchers); House of Mr. Popcorn Fabric Mask; eStore launch on Shopee & eCapitamall; the introduction of Virtual Reality pods @ GV Funan; and Singapore's first all-laser cinema (GV Paya Lebar). Plans are also in the pipeline to screen live Mixed Martial Arts events by ONE Championship.

Passes to Z.E.S.T @ Gold Class® are available for walk-in purchase at Suntec City Gold Class® (*Terms and Conditions apply; please refer to Annex A for details*).

To ensure the health and safety of all staff and patrons, customers at Z.E.S.T @ Gold Class® will be required to abide by all social distancing measures and to also put on their face masks when they are not consuming food or drinks.

ENDS

### **Media Enquiries**

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## **About Golden Village Multiplex**

Golden Village Multiplex Pte Ltd, a wholly-owned subsidiary of Orange Sky Golden Harvest Entertainment (Holdings), is Singapore's leading cinema exhibitor with 13 multiplexes, housing 104 screens, located at Yishun, Bishan Junction 8, Tiong Bahru Plaza, Jurong Point, Tampines Mall, Great World City, Plaza Singapura, City Square, Suntec City, VivoCity, Paya Lebar – home to Singapore's first all-laser cinema, and Bedok. GV is the first local cinema company to personalise the movie-going experience through its Movie Club program. Today, GV has a reputation of offering the widest choice of movies, state-of-the-art design, convenience and unparalleled comfort, with all cinemas newly refurbished between 2010 to 2019.

In June 2019, GV introduced its 13<sup>th</sup> multiplex at the revamped Funan mall and features the two new premium affordable seat types - Deluxe Plus and Gold Class Express theatres. The Deluxe Plus auditorium features single sleek and spacious leatherette seats designed with lumbar cushions for superior support and comfort, together with a recline option, while the new Gold Class Express hall features plush leatherette electronic recliner seats like GV's iconic GOLD CLASS cinemas, but without the call button, at an enticing price. These are GV's two new seat types, adding on to the current offerings of GOLD CLASS, Duo Deluxe, Gemini, D-BOX, GVmax DOLBY ATMOS, Grand Seats and Auro 11.1 by Barco. At GV Funan, GV has expanded on its entertainment offerings by including four new Virtual Reality pods in its foyer, offering immersive virtual reality gaming and cinematic content for patrons to enjoy.

Established in 1993, Golden Village Pictures (GVP) is Singapore's leading independent film distributor, releasing a wide range of blockbusters from the JOHN WICK series, KING ARTHUR: LEGEND OF THE SWORD and SULLY, to Asian delights that include Jackie Chan's classic action-comedy KUNG FU YOGA, and TRAIN TO BUSAN and THE BATTLESHIP ISLAND, the latter two shedding new light on Korean movies by crossing the million-dollar marks in their box offices. GVP is also the top distributor for home-grown films including the AH BOYS TO MEN series and the award-winning APPRENTICE.

## **Annex A**

### **Terms & Conditions**

- This special introductory price is available from 12 October to 31 October 2020
- Seats at Gold Class® are subject to availability on a daily basis
- Available from Mondays to Fridays only, excluding Eve of Public Holidays & Public Holidays (In cases where a Public Holiday falls on a Sunday, the following Monday will also be considered as a Public Holiday, in accordance to the Singapore calendar).
- Not valid for any other discounts or promotions, HSBC Movie Card, credit card offers, use of GV vouchers, complimentary tickets, or VIP passes.
- Movie Discount Vouchers (\$6 for Mon - Thurs tickets or \$9.50 for Fri - Sun tickets (except Sat at or after 5pm) ) are not valid for premium-priced films/events, sneaks, Tamil films, 3D films, Gold Class®, Gold Class Express, Gemini, Duo Deluxe, Deluxe Plus, Dolby Atmos®, D-Box, Grand seats, film festivals, film marathons, premieres, group bookings, special movie packages, GV Movie Club® price discounts, Kids Watch For Free Movie Deal,



student offer, senior citizen discount, HSBC's Movie Card, or any other promotions, discounts or credit card offers.

- Terms & conditions of redemption voucher (beverage & popcorn) apply.
- Golden Village Multiplex shall not be liable for any loss or damage of personal belongings.
- Golden Village Multiplex reserves the right to alter the terms of this promotion without prior notice.