

PRESS RELEASE –FOR IMMEDIATE DISSEMINATION

Golden Village Multiplex takes the lead in making wheelchair berth seats booking available on www.gv.com.sg

15 October 2008 – Golden Village Multiplex is taking the lead in making bookings for wheelchair bound patrons more accessible. The new system went “live” online at www.gv.com.sg on 9th October 2008. The system marks out clearly the seat allocated to patrons with special needs. This enhancement is a first amongst online ticketing systems in Singapore.

Golden Village Multiplex embarked on the initiative based on customer feedback from some of its regular special needs patrons, who are wheelchair bound. In the past, wheelchair bound patrons would call the GV Customer Service hotline to make their bookings. This added feature allows GV customers with special needs to book their movie tickets and select seats online, experiencing the same convenience as other patrons.

Mr. David Glass, Managing Director of Golden Village Multiplex Pte Ltd commented, “Golden Village view this as an important extra step in raising the bar of customer service standards in Singapore by providing this added service, in-addition to existing facilities and infrastructure that caters to the needs of our special needs patrons. We continually strive to make the movie-going experience better and it is no different for our special needs customers. By doing so, we hope to encourage other businesses in Singapore, particularly those in the entertainment industry, to make their services more accessible to wheel chair bound patrons”.

Mr Cho, age 50, a wheelchair bound patron and ardent movie fan, "Golden Village Multiplex's initiative, shows it cares for people with disabilities and special needs. This new online booking system is a boost to people who are physically challenged. It is good, useful and helps us feel more included and gives us the same opportunities as able bodied patrons. This gives me the freedom to make my bookings to watch a movie, in my own time."

GV Multiplex has wheelchair berth seats available at all of its nine cineplexes island wide. 95% of GV's cinema halls have seats available for wheelchair bound patrons. In each of the halls, there are between one to six seats that are allocated for wheelchair bound patrons depending on the hall size. Typically handicapped seats are located at the back or the front of each cinema hall, depending on the layout of each hall. In addition, GV Multiplexes also have wheel chair friendly ramps or lifts to cater to the special needs of patrons. For greater convenience, GV location Managers and staff are also on hand to help wheelchair bound patrons.



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 is one of Singapore's leading movie distributors, releasing titles ranging from blockbusters like the MATRIX trilogy, HAPPY FEET, OCEAN'S THIRTEEN and I AM LEGEND to arthouse gems such as FINDING NEVERLAND, MOTORCYCLE DIARIES, THE PIANIST to world-acclaimed documentary NANKING and Singapore's home grown movie products like Kelvin Tong's THE MAID, Royston Tan's 881, Jack Neo's MONEY NO ENOUGH 2 as well as KUNGFU DUNK and RED CLIFF.

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