



SAFRA NATIONAL SERVICE ASSOCIATION

We bring NSmen closer together.

17 July 2008

PRESS RELEASE

SAFRA COLLABORATES WITH GOLDEN VILLAGE TO SET UP 'HOME' FOR MOVIE LOVERS - A FIRST IN SINGAPORE

SAFRA National Service Association collaborates with Golden Village Multiplex Pte Ltd (GV) to set up a 'home' for NSmen at GV Tiong Bahru – the first collaboration of its kind in Singapore. With this exclusive partnership, SAFRA is the only club in Singapore to offer such extensive movie privileges for its members. Launched earlier this evening at Tiong Bahru Plaza, "MovieMax" serves to replace the former SAFRA movie club as a niche lifestyle club, that is, a "micro club".

Micro clubs are niche lifestyle clubs set up by SAFRA to cater to the lifestyle needs of young, operationally ready NSmen. (Please refer to Annex A for more information on micro clubs.)

SAFRA members can sign up to become MovieMax members for merely \$30 for two years to enjoy special privileges at GV Tiong Bahru. Some of these benefits and privileges include seven-dollar movie tickets on Sundays (usual \$10) at GV Tiong Bahru, monthly complimentary movie screenings each year as well as invitations to gala premieres and blockbuster movie previews. MovieMax members also get fabulous discounts at selected retail outlets in Tiong Bahru Plaza, which include Sakae Sushi, Coffee Club and more. In addition, NSmen can renew or sign up for their SAFRA membership at GV Tiong Bahru during road shows. (Please refer to Annex B for the full list of benefits for MovieMax members)

SAFRA members who are not MovieMax members will continue to enjoy discounted prices at \$8 per movie ticket on weekends (all day from Fridays to Sundays). From October 2008, SAFRA members can also purchase \$7 movie tickets on weekdays (Mondays to Thursdays) at all nine GV cineplexes.

Associate Professor Koo Tsai Kee, Minister of State (Defence) and President of SAFRA, officiated at the launch ceremony held at GV Tiong Bahru earlier this evening.

"This launch marks a significant milestone in the development of our offerings to SAFRA members. I am happy to announce that this special collaboration, where a corporate organisation shares one of its operational outlets as a 'home ground' to the members of a Club, is the first of its kind in Singapore. We are certainly privileged to

have the generous support and partnership of GV, a reputed name and leader in the movie and entertainment industry,” said Associate Professor Koo.

Mr David Glass, Managing Director of Golden Village Multiplex, added: “Golden Village is pleased to bring our 13-year partnership with SAFRA a step further with the launch of MovieMax at GV Tiong Bahru. We are happy and proud to show our appreciation to NSmen for their dauntless efforts and integral contribution towards nation-building through this tie-up.”

With the launch of MovieMax, SAFRA hopes to see more NSmen who are avid movie goers sign up as MovieMax members and increase the current pool of over 3,500 members by 1,000 to 2,000 members at the end of next year.

At the launch ceremony, 1,500 invited guests and SAFRA members, including celebrities from Media Corp, watched the first island-wide screening of the blockbuster, “The Dark Knight”. Guests attending the event also had first-sight of the new SAFRA membership card when it was unveiled by Associate Professor Koo. (Please refer to the Annex C for more information on SAFRA membership benefits.)

By simply flashing their membership card, SAFRA members can enjoy a whole host of exciting offers at over 650 popular shopping, dining and entertainment outlets. This includes a special movie treat, where SAFRA members enjoy \$7 movie tickets at GV Tiong Bahru only on 19th and 20th July 2008.

In conjunction with the launch, SAFRA is also holding a four-day roadshow at Tiong Bahru Plaza, starting 17 July 2008. At the roadshow, NSmen who sign up for SAFRA membership will get one-year MovieMax membership free. SAFRA members who sign up for MovieMax membership will receive a free pair of GV movie vouchers.

About SAFRA National Service Association

SAFRA is a leading recreational club exclusively for our NSmen and their families. Since 1972, we have successfully bonded our NSmen community by providing a wide choice of quality sports, social and recreational programmes. SAFRA is also the sole club in Singapore to offer modern facilities, amenities and services in four clubhouses through one membership. Complementing our activities and club benefits, our members enjoy an array of lifestyle benefit from shopping to clubbing, dining, entertainment, travel and holiday, insurance, auto services and many more.

About Golden Village

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. 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 have 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 at least 80 titles per year, ranging from blockbusters such as the MATRIX trilogy, CONSTANTINE and HAPPY FEET to international art house 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. Please visit www.gv.com.sg for more information.

Issued by Communications & Public Relations Division, SAFRA National Service Association

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