

IMMEDIATE RELEASE



BRING YOUR KIDS TO COOL-OFF THIS SUMMER WITH DORA THE EXPLORER AT CATHAY CINEPLEX CINELEISURE ORCHARD!

EXCLUSIVE TV MOVIE DORA SAVES THE SNOW PRINCESS GOES ON THE BIG SCREEN

SINGAPORE, 1 JUNE 2009: Cathay Cineplexes and Nickelodeon, the most widely distributed kids' network in the world, collaborates to bring the hit pre-school television series, Dora the Explorer onto the big screen in Singapore for the very first time. Cathay Cineplexes will be premiering, the 46-minute TV movie, Dora Saves the Snow Princess on 6 June 2009 and eight subsequent movie screenings every Sunday throughout the month-long June school holidays at Cathay Cineplex Cineleisure Orchard.

Pre-schoolers and their families will join Dora, the highly popular seven year old multi-lingual heroine, her best friend Boots the monkey, and the Snowflake Fairy to help save the snow princess and the snowy forest. Both the TV series and movie are designed to actively engage pre-schoolers using a variety of learning techniques based on Nickelodeon's play-to-learn philosophy.

Suhaimi Rafdi, Chief Executive Officer of Cathay Organisation said, "We are pleased to collaborate with Nickelodeon on bringing one of the world's most popular animation characters onto our big screens. This exclusive showcase of Dora Saves the Snow Princess will no doubt delight and entertain many kids who are looking to enjoy their summer holidays with a fun-filled movie-going experience at Cathay Cineplex Cineleisure Orchard."

"This exclusive collaboration between Nickelodeon and Cathay Cineplexes is an exciting platform to further enhance the Nickelodeon brand connectivity with kids and families, beyond Nickelodeon's multi-media platforms, online, mobile and on-air television," said Jack Yew, Vice President, South Asia and Greater China of Nickelodeon Asia. "Plus, we also hope to promote family bonding through co-viewing of movies at theatres and spending the weekend adventure together."

This exclusive screening of Dora Saves the Snow Princess opens on 6 June with a Gala Premiere at Cineleisure Orchard. Kids and families will be entertained with fun-filled activities and meet and greet with their favourite Nickelodeon heroine, Dora the Explorer.

Cathay Cineplexes has opened the movie screening for advanced bookings, and is also offering families the Dora Saves the Snow Princess Jumbo Combo set at \$37, comprising of four movie tickets, two large popcorn tubs, and four drinks.

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Dora Saves The Snow Princess Synopsis

Dora, Boots and the snowflake fairy are off to save la Princesa Sabrina and her snowy forest from a mean witch who has locked her in a tower and taken away her magic snow crystal. They need help from the pirate piggies, to get across the icy ocean, and Paj an Inuit girl whose dog sled will carry them away from the mean polar bear. As soon as they get to the tower, the snow fairy transforms Dora's clothes into a princess dress to fool the witch into giving back the snow crystal. If Dora smiles into the crystal she can save the day but she's going to need your help because time is running out and the snowy forest is almost melted.

About Cathay Cineplexes

Cathay Organisation's history as a pioneer in movie entertainment began on 18 July 1935 when it was incorporated as Associated Theatres Ltd (later changed to Cathay Organisation) and opened its first cinema, The Pavilion, in Kuala Lumpur in 1936. In Singapore, Cathay Organisation started operating its first cinema when it opened the Cathay Building in 1939. Between the 1950s to 1970s, Cathay Organisation expanded its cinema network and embarked on film production with studios in Hong Kong and Singapore. In November 1998, Cathay Cineplexes Pte Ltd was incorporated in its efforts to deliver a consistently high quality cinematic experience to patrons in Singapore and Malaysia. Cathay Cineplexes continues to be a "choice destination" offering quality films with state-of-art technology including digital projection and Singapore's only THX-certified halls as well as service with a difference to continually ensure that movie-going is a preferred leisure activity. Already a leading multiplex operator in Singapore, the company's vision is to make Cathay Cineplexes a leading multiplex operator in South East Asia.

About Nickelodeon Asia

Nickelodeon, a leading entertainment brand for kids and families, is seen in more than 242 million households throughout Asia Pacific region with seven 24-hour programming services including Nickelodeon Asia, Nickelodeon Japan, Nickelodeon India, Nickelodeon Pakistan, Nickelodeon Korea, Nickelodeon Australia and Nickelodeon New Zealand, as well as Nickelodeon branded program blocks and syndications. It has built a diverse, global business by putting kids first in everything it does with a portfolio of branded businesses including Nickelodeon movies, music, publishing, interactive games, websites and consumer products. Internationally, Nickelodeon is the most widely distributed kid's network in the world with a cumulative reach to 471 million households and 161 territories.

Nickelodeon creates and produces a diverse range of programming genres, including animation, live-action, comedy, game shows, and pre-school programs that is high-quality, non-violent, gender-neutral, humorous, reflecting real kid experiences and most importantly, from a kids' point of view. All original animations, featuring the wildly popular SpongeBob SquarePants, The Fairly OddParents, Danny Phantom, Avatar: The Legend of Aang; plus award winning pre-school programs, such as Blue's Clues, Dora the Explorer, Go, Diego Go!, The Wonder Pets, and The Backyardigans. Nickelodeon also features a mix of live-action and comedy, including iCarly, Drake & Josh, The Naked Brothers Band and the highly profiled annual Kids Choice Awards show.

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Annex A

Movie screening schedule for Dora Saves the Snow Princess

Date	Time	Venue
Sunday 7 June 2009	11 AM	Cathay Cineplex Cineleisure Orchard Hall 11
Sunday 7 June 2009	3 PM	Cathay Cineplex Cineleisure Orchard Hall 12
Sunday 14 June 2009	11 AM	Cathay Cineplex Cineleisure Orchard Hall 11
Sunday 14 June 2009	3 PM	Cathay Cineplex Cineleisure Orchard Hall 12
Sunday 21 June 2009	11 AM	Cathay Cineplex Cineleisure Orchard Hall 11
Sunday 21 June 2009	3 PM	Cathay Cineplex Cineleisure Orchard Hall 12
Sunday 28 June 2009	11 AM	Cathay Cineplex Cineleisure Orchard Hall 11
Sunday 28 June 2009	3 PM	Cathay Cineplex Cineleisure Orchard Hall 12

Dora Saves the Snow Princess Jumbo Combo

DORA saves the **SNOW PRINCESS**

All Tickets ONLY \$6

Only at Cineleisure Orchard every Sunday in June!

Also, get your tickets to the Gala Premiere at Cineleisure Orchard and meet Dora and Boots on 6 June, Sat at 3pm!

Dora Saves The Snow Princess Jumbo Combo At Only \$37.00!

For more information, please call 6337 8181

CATHAY CINEPLEXES

DORA EXPLORES

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