



CATHAY ORGANISATION HOLDINGS LTD

2 Handy Road #01-16 The Cathay Singapore 229233

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Regn No.: 199200411M

Strictly Embargoed till 12 May 2010

Cathay Gives Away 75,000 Movie Vouchers In Celebration of 75th Anniversary

Singapore - Cathay Organisation is celebrating our 75th anniversary this year, and to commemorate 75 long years of heritage and to thank our consumers and working partners for having supported us over the years, we are giving away a total of 75,000 movie vouchers as a kick-start to our three-month long campaign.

From 12 May till 18 July, one free pair of Cathay movie vouchers will be given away with every \$75 spent at The Cathay and/or Cineleisure Orchard (please see Annex for full details on the 75,000 Movie Voucher Giveaway).

Suhaimi Rafdi, Chief Executive Officer of Cathay Organisation says, "The 75,000 Movie Voucher Giveaway is our way of extending our appreciation to consumers and business partners for having contributed to Cathay's heritage and many achievements in the entertainment and leisure industry. This is but one of the many promotions and exciting events we have planned for our 75th Anniversary celebrations; consumers can expect to see a lot more buzz from Cathay's businesses including the cineplexes, the malls, the Restaurant, the hotels, and so on."

Besides the movie voucher giveaway, Cathay is also organising a series of activities to engage consumers and patrons in remembering Cathay Organisation's heritage and milestones. More details on these upcoming events in July will be announced nearer to date.

For the latest updates on Cathay's 75th Anniversary celebrations, please visit www.cathay75.com





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UNVEILING THE 75TH ANNIVERSARY LOGO

In celebration of the 75th Anniversary, Cathay Organisation has launched a brand new logo that will be applied cross our many business platforms.



The colors chosen for the logo are festive and celebratory to commemorate 75 years of business heritage. Orange and fuchsia are theatrical and outstanding, and reflects Cathay Organisation's neverending vibrancy and energy. The dark brown background represents the organisation's sophistication and stability in the entertainment and leisure industry.

The tagline – 'Cathay celebrates 75 years of not looking our age', reminds consumers of our rich heritage and the many milestones we have achieved, while reinforcing that we remain youthful, and constantly innovative in our businesses.





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Annex

75,000 MOVIE VOUCHER GIVEAWAY

Available at The Cathay (TC) and Cathay Cineleisure Orchard (CCO) from 12 May till stocks last.

Free pair of movie vouchers with every \$75 spent.

Terms & Conditions:

- Redemptions are made on a first-come-first-served and whilst stocks last basis, at the Customer Service Counters of TC and CCO.
- Accumulated same-day receipts from TC and CCO are allowed.
- A maximum redemption of 3 pairs of movie vouchers per shopper per day.
- Only printed original receipts are valid and must be produced during redemption. NETS, credit card charge slips, handwritten receipts and receipts from banks, ATM kiosks, cash card, shopping voucher purchases and bill payments will not be accepted.
- The Management reserves the right to amend any terms and conditions or withdraw promotions without prior notice. All information is correct at time of print and is subject to changes without prior notice.

About Cathay Organisation

A pioneer in the movie entertainment industry since 1935, Cathay Organisation's core business includes cinema operations in Singapore and Malaysia, film acquisition, distribution and production. The company has also diversified into property management services, retail malls, restaurant, museum gallery, a unique brand of hotel, advertising and event management services. More recently, the company has undertaken Cineplex Development and Cinema Operations Management consultancy works in Dubai, United Arabs Emirates. In the years ahead, Cathay Organisation will continue to develop and move towards greater diversification and to seek out new business opportunities that offer synergies in entertainment, leisure and lifestyle. The company is committed to providing products and services that consistently meet the highest quality standards. For more information, please visit www.cathay.com.sg

For more information, please contact:

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