

**19 JULY 2010 is FREE MOVIE DAY**  
**In conjunction with 75th Anniversary celebrations, Cathay Organisation**  
**offers free movie screenings at all 5 Cineplex locations in Singapore**

Cathay Organisation is celebrating our 75th anniversary this year, and to share this joyous occasion as well as thank our consumers for having supported us over the past seven and a half decades, we are offering free movie screenings, popcorn, and drinks for the entire day on Monday 19 July 2010.

On this special day, Cathay Cineplexes is giving away more than 40,000 movie tickets islandwide. Movie-lovers will simply have to present the cutout coupon found in The Straits Times and TODAY and present it at any Cathay Cineplex box office to redeem for a complimentary pair of movie tickets, an 80g bag of popcorn, and a 12Oz cup of soft drink absolutely free.

On 19 July, movie-lovers will be spoilt for choice with over 200 showtimes to choose from across all 5 locations. The movie listings in the newspapers will reflect all showtimes available at Cathay Cineplexes on this day only, including showtimes to some of the recent slate of tentpole films that Cathay Keris Films have released, including Ip Man, Kick Ass, True Legend, Killers, as well as the screening of two special preview movies – The Crazies (scheduled to open 22 July) and Nowhere Boy (scheduled to open end of 2010).

Patrons will also be treated to the preview of a “Surprise Movie” (screening at both The Cathay Cineplex and Cathay Cineplex Cineleisure Orchard) which will only be revealed when they have redeemed their movie tickets and entered the cinema halls.

Suhaimi Rafdi, Chief Executive Officer of Cathay Organisation says, “Cathay had celebrated our 70th anniversary five years ago and back then we gave away some 21,000 movie tickets to our patrons in Singapore. This year, the organisation turns 75 and this being our diamond anniversary which calls for an even bigger celebration, not only are we giving away double the number of movie tickets, we are also offering free popcorn and drinks, as well as a wide variety of movie screenings and showtimes to complete the movie experience.”

On Free Movie Day, all five Cathay Cineplex box offices will open at 9 a.m. and will close half an hour after the last showtime begins.

For more information on Cathay's 75th Anniversary celebrations, please visit [www.cathay75.com](http://www.cathay75.com)

### **Cathay Gives Back**

In celebration of our heritage in the entertainment and leisure industry, and in appreciation of the local community which has supported our businesses through the years, Cathay Organisation will be doing our part for charity this July.

For every movie ticket sold on Sunday 18 July 2010 across all Cathay Cineplexes, Cathay Organisation will donate \$1 to our adopted charities.

Cathay Organisation will also be organising charity movie screenings for the underprivileged children in Singapore.