



FOR IMMEDIATE RELEASE

ENG WAH CINEMAS INTRODUCES INDUSTRY'S FIRST PERSONALISED MOVIE GIFT CARDS

SINGAPORE, 9 May 2007 - Eng Wah Cinemas ("EW") has introduced another industry's First – Personalised Movie Gift Cards. For \$25, movie goers are able to create a unique and distinctive gift with a personalized touch.

The EW Movie Gift Cards: Personalised Edition are prepaid cards that are preloaded with two 2 e-tickets. These cards are ideal as a personal memento, and wonderful as a gift to convey that very special message. EW expects the new service to be a hit, especially around special occasions such as Mother's Day, Father's Day, Valentine's Day, and Christmas.

This service is now available at all EW Box Office.

Please see visual of EW Movie Gift Card: Personalised Edition in appendix 1.

ENG WAH ORGANIZATION LIMITED (Co. Reg:196800320E)
400 Orchard Road, #16-06 Orchard Towers, Singapore 238875 Tel : 67340028 Fax : 62354897

1

About Eng Wah Organization Limited

The Eng Wah Group, founded in the 1940s, is the first cinema operator listed on the main board of the Stock Exchange of Singapore (SGX). The Group is a leading film exhibitor and distributor with 26 strategically located cinema screen halls with a capacity of over 5,300 seats. It is the first cinema operator in Singapore and in the world to launch the world's first full 2K (2000 lines resolution) Digital Cinema in its cineplexes in May 2004, and is still the operator with the highest number of 2K digital screens in Singapore.

The Group's leisure and lifestyle entertainment businesses include cinema operations, film distribution, food concessionaire operations, and stage show operations. The Group also owns and leases several commercial properties in Singapore which include the Jubilee Entertainment Complex at Ang Mo Kio and Toa Payoh Entertainment Centre at Toa Payoh.

For more information, please contact :

Vivien Ong

Sales & Marketing Manager

Tel : 6739 0121 (DID)

E-mail : vivienong@engwah.com.sg

Colette Seah

Senior Sales & Marketing Executive

Tel : 6739 0122 (DID)

E-mail : colette Seah@engwah.com.sg

Visit us at www.ewcinemas.com.sg

ENG WAH ORGANIZATION LIMITED (Co. Reg:196800320E)

400 Orchard Road, #16-06 Orchard Towers, Singapore 238875 Tel : 67340028 Fax : 62354897

2



This
Mother's
Day
Make it
all about Her

For \$25, Create a Special Movie Gift Card just for Mom.
Personalised Movie Gift Card
includes 2 weekend movie tickets

— Create your Personalised Movie Gift Card in 3 easy steps: —

STEP 1
Complete your order form at any EW Box Office and make payment.

STEP 2
Email us your photo at mail@engwah.com.sg

STEP 3
Collect your Personalised Movie Gift Card at the EW Box Office.

Check at any EW Box Office for details.

EW ENG WAH CINEMAS

Personalise it!

ENG WAH ORGANIZATION LIMITED (Co. Reg:196800320E)

400 Orchard Road, #16-06 Orchard Towers, Singapore 238875 Tel : 67340028 Fax : 62354897

This
Father's
Day
Make it
all about Him

For \$25, Create a Special Movie Gift Card just for Dad.
Personalised Movie Gift Card
includes 2 weekend movie tickets

— Create your Personalised Movie Gift Card in 3 easy steps: —

STEP 1
 Complete your order form at any EW Box Office and make payment.

STEP 2
 Email us your photo at mail@engwah.com.sg

STEP 3
 Collect your Personalised Movie Gift Card at the EW Box Office.

Check at any EW Box Office for details.

EW ENG WAH CINEMAS

ENG WAH ORGANIZATION LIMITED (Co. Reg:196800320E)

400 Orchard Road, #16-06 Orchard Towers, Singapore 238875 Tel : 67340028 Fax : 62354897