



**FOR IMMEDIATE RELEASE**

**ENG WAH ORGANIZATION IS SPBA HERITAGE BRAND AWARD 2006 WINNER  
CELEBRATE WITH MOVIE TICKETS AT SPECIAL \$5 PRICE**

**SINGAPORE, 17 November 2006** - Eng Wah Organization is SPBA Heritage Brand Award 2006 winner. Celebrated since 1940s, Eng Wah (“EW”) is always the place to catch the latest & the hottest entertainment. In celebration of the occasion, EW offers movie tickets from as low as \$5.

Founded by Mr. Goh Eng Wah, Executive Chairman, the cinema chain first found its home in the then highly popular playground - Happy World (later renamed Gay World). Since then the Eng Wah Group of companies have gone on to garner accolades such as :

- World’s First 2K Digital Cineplex
- Best Sound\*
- Best Service\*
- Best Snack Bar\*

\* *The Sunday Times, March 2006 (EW-Suntec)*

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

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## **Eng Wah introduces the industry's only Movie Gift Cards – store value cards**

EW invites all to join in the revelry with special movie ticket prices from as low as \$5. The tickets comes in the form of e-vouchers loaded onto EW Movie Gift Cards (store value cards). The EW Movie Gift Cards brings greater convenience to customers, are wonderful as gifts, and comes in attractive designs. Customer needs to only bring along the EW Movie Gift Card to any EW Box Office to redeem for a movie admission ticket and/or popcorn combo voucher.

For a limited promotional period, EW Movie Gift Cards are priced at \$50 (U.P. \$70) for set of 10 weekday e-vouchers, and \$48 (U.P. \$57) for set of 6 weekend e-vouchers. E-vouchers expires in 12 months. EW Movie Gift Cards are currently available in three attractive designs, and will only be available at all EW Box Office from 18 November 2006.

*Please see visual of EW Movie Gift Card in appendix 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.

On 5 December 2005, the Group launched the world-famous Crazy Horse Paris cabaret in Singapore. The Crazy Horse Paris stage show venue located at Clark Quay is the world's first integrated Crazy Horse venue comprising Le Show, Le Restaurant, Le Lounge, Le Café and La Boutique. The stage show theatre can seat up to 400 people whilst Le Restaurant and Le Lounge seats up to 80 people each.

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## Appendix 1



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