



***FOR IMMEDIATE RELEASE***

**ENG WAH CINEMAS TO SHOWCASE SPIDERMAN 3 IN 4K DIGITAL  
ENG WAH CINEMAS COMMEMORATE WITH LIMITED EDITION SPIDERMAN 3  
MOVIE GIFT CARDS**

***SINGAPORE, 26 April 2007*** - Eng Wah Cinemas is set to showcase 4K Digital Cinema technology with “SpiderMan 3” on 1 May 2007. EW Cinemas has installed Sony’s CineAlta 4K digital projector in 2 halls in EW-Suntec.

Sony’s CineAlta 4K digital projector, building on its SXRD™ — Silicon X-tal Reflective Display — technology, is capable of reproducing images with full **4K: 4096 x 2160 pixels**. This is more than four times the pixels of the best High Definition TV. With Sony’s CineAlta 4K digital projector, the picture stays bright, crisp and clear even during the fastest and the most dynamic action sequences — all the way from the front row to the back of the theater. The end result is the most compelling and the most realistic movie theatre experience ever — and Singapore is one of the first places to enjoy this ground-breaking technology.

**ENG WAH ORGANIZATION LIMITED (Co. Reg:196800320E)**  
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EW Cinemas was the First Cinema Exhibitor outside of the USA to deploy a full 2K Digital Cinema system, First Cinema Exhibitor in the World to commercially screen a full 2K-enabled digital movie (Disney's Brother Bear), and in Yr 2004, the First Cinema Exhibitor in the World to operate a full 2K Digital Cineplex.

**To commemorate the occasion, Eng Wah has created the limited edition SpiderMan 3 Movie Gift Cards. The SpiderMan 3 edition will be the first in the series of Blockbuster Movie Gift Cards that EW has planned.**

The tickets come in the form of e-vouchers loaded onto EW Movie Gift Cards (stored value cards). For a limited promotional period, EW Movie Gift Cards : Blockbuster Edition are priced at \$24 (U.P. \$71.60) for set of 2 e-tickets and a popcorn combo, and \$35 (U.P. \$83) for set of 4 e-tickets. E-tickets expire in 12 months. The SpiderMan 3 edition will be the first to be introduced, and will only be available at all EW Box Office from 28 April 2007.

*Please see visual of EW Movie Gift Card : Blockbuster Edition 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.

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Appendix 1

# PREPAID MOVIE CARDS

**Limited Blockbuster Edition! Only at EW Cinemas!**

Collectible cards worth \$45 with no tickets stored.

The image displays six movie gift cards arranged in two rows of three. Each card features a different movie title and artwork. The top row includes Spider-Man 3, Pirates of the Caribbean: At World's End, and Shrek 3. The bottom row includes Fantastic 4, Transformers, and The Simpsons Movie. Each card has the 'MOVIEGIFTCARD' logo at the bottom left and the 'EW' logo at the bottom right. The cards are set against a red background with the text 'PREPAID MOVIE CARDS' at the top left and 'Limited Blockbuster Edition! Only at EW Cinemas!' in a white oval at the top right.