

[For immediate release]



## **Orange Sky Golden Harvest Entertainment (Holdings) Ltd.**

**maintains steady growth in cinema business**

**Adds 8 new cinemas in 2012**

**Anticipated upsurge in box office receipts in the emerging PRC  
market comparing with the same period last year**

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(Hong Kong, PRC and Singapore, 16 July 2012) – Orange Sky Golden Harvest Entertainment (Holdings) Ltd (the “Group” or “OSGH”) (Stock Code: 1132) is pleased to announce that although Mainland China’s cinema industry environment experienced severe competition in the first half of 2012, the overall business of the Group reported steady growth. The Group anticipates doubled box office receipts in Mainland China comparing with the same period last year and a substantial increase in the total revenue correspondingly. Up to now, the Group opened eight new cinemas in 2012.

### **PRC cinema business develops steadily; overseas business maintains strong growth momentum**

During the first half of 2012, the Group opened seven new cinemas with a total of 51 screens in seven cities including Beijing, Shanghai, Xi’ning, Chengdu, Dalian, Changzhou and Zhongshan. As latest count, the Group has operated 34 cinemas with 248 screens in Mainland China. The Group plans to continue increasing and developing the number of cinemas and screens, so as to accelerate its market share in Mainland China. In the second half of 2012, the Group plans to open new cinemas in Beijing, Tianjin, Dalian, Suzhou, Changzhou, Dongguan, Nanning,

Zhongqing, Maanshan, etc.

In the meantime, the Group's overseas operations maintained solid performance for the first six months in 2012. In particular, in Taiwan, Vie Show Cinema Company Ltd. ("Vie Show"), of which OSGH is an individual major shareholder, opened a new cinema -- "Vie Show Cinemas Hsinchu Big City" -- with eight screens in Hsinchu City in late April 2012, and the total box office receipts for the first two days after its grand opening reached NTD3.75 million. The two new cinemas opened by Vie Show last December, namely, "Vie Show Cinemas Taichung Top City" in Taichung City and "Vie Show Cinemas Banqiao Mega City" in Taipei, also had excellent performances.

**To re-produce classic film "Fly Me to Polaris" with Sony 4K super high resolution filming techniques – a pioneer in China**

Regarding film production operations, the Group will re-produce the classic film "Fly Me to Polaris" in the second half of 2012. As the first reproduction to start up the Group's plan of "Orange Sky Golden Harvest Reproduction of Classic Movie Series" this year, this new "Fly Me to Polaris" will be directed by the original director, Jingle Ma, and will adopt the Sony super high resolution 4K digital filming techniques, a pioneering attempt in China. The Group targets a grand release around Valentine's Day 2013.

OSGH's future film production will put more focus on the story and script creation and development, and will also actively search for opportunities to co-operate with Hollywood in film production. This year, OSGH has been actively seeking films co-operation opportunities with international independent and outstanding film producers in the "2012 Cannes Film Festival" held in France.

"Looking ahead, we are optimistic that the market demand for high quality films will register sustained growth within emerging markets such as Mainland China. In addition to keeping up a fast pace of cinema openings in the Mainland China market, continuing to solidify the business integration of its comprehensive film business and fine-tuning the overall business model, OSGH will also co-operate with the government's supportive policy to promote cultural businesses and make

its contribution to the long-term development of China's film industry," said Mr. Andrew Mao, Executive Director and Chief Executive Officer of OSGH.

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**About Orange Sky Golden Harvest Entertainment (Holdings) Ltd.**  
**(Stock Code: 1132)**

Orange Sky Golden Harvest Entertainment (Holdings) Ltd. (the "Group" or "OSGH") is world's premier Chinese language film entertainment company, and is primarily engaged in film production, financing, distribution and exhibition. The Group currently operates 61 multiplexes with a total of 464 screens across Mainland China, Hong Kong, Taiwan and Singapore and is one of leading distributors in its operating territories. The Group's cinema chains View Show in Taiwan and Golden Village in Singapore are the largest in their respective markets with a market share of 38% and 43%, respectively.

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