



Golden Harvest

Press Release

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Date : 30 September 2010
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Orange Sky Golden Harvest was named as one of “The Hong Kong's 100 Most Influential Brands” by the World Brand Laboratory

30 September 2010, Hong Kong - Orange Sky Golden Harvest Entertainment (Holdings) Limited (“OSGH” or the “Group”; HKSE: 1132) is delighted to announce that the Group has been awarded “The Hong Kong's 100 Most Influential Brands”, presented by the World Brand Laboratory (“WBL”).

Chaired by Dr. Robert Mundell, the “Father of Euro” and the 1999 Nobel Laureate in Economics, WBL is currently recognized as one of the three globalised organizations focusing on brand valuation. To identify the awardees, WBL has evaluated 1,300 Hong Kong well-known brands in the past 6 months. Brand influence is the criterion used for assessing the quality of a brand, which includes the elements of market share, brand loyalty and leadership in the global market.

“We are very pleased to receive the award in recognition of our brand excellence over the past years. Looking ahead, we will be devoting to bring the best movie experiences to our patrons as well as to maintain our brand strength and its sustainability.” said Kelvin Wu, Chief Executive Officer of OSGH.

About Orange Sky Golden Harvest

Orange Sky Golden Harvest, previously known as Golden Harvest, is one of Asia’s best known and most influential film and entertainment companies. Listed on the Stock Exchange of Hong Kong since 1994, Orange Sky Golden Harvest currently operates 30 cinemas with 234 screens across Hong Kong, Mainland China, Taiwan and Singapore, commanding a substantial share of the film exhibition and distribution markets in Asia. Orange Sky Golden Harvest has produced over 450 films and nurtured movie legends such as Bruce Lee and Jackie Chan. The company is also the distributor of countless successful films in both Chinese and foreign languages.



Caption:

Ms. Jackie Law, General Manager of Screen Advertising of OSGH, received the "Hong Kong's 100 Most Influential Brands" certificate.