



Golden Harvest

Press Release

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OSGH Signed Digital Cinema Deployment Agreement with Paramount Supporting its Digital Conversion in Asia

HONG KONG, 11 December 2009 - Orange Sky Golden Harvest Entertainment (Holdings) Limited (“OSGH” or the “Company”; HKSE: 1132) is delighted to announce that the Group has entered into a digital cinema deployment agreement with Paramount Pictures International (“Paramount”), under which Paramount will supply digital feature films for the movies it produces and/or distributes directly to DCI-compliant digital projection systems installed by OSGH’s cinemas in Hong Kong and Taiwan (under Vie Show Cinemas). Paramount will make financial contributions towards the Group’s recoupment of the equipment costs involved.

“Digitalization has been a very important part of our overall strategy in the region to bring an enhanced theatrical experience to our audience in Asia. We are delighted to have Paramount as a valuable partner for our digital rollout and look forward to working closely with the Paramount team in the region. Digital conversion enables high quality exhibition with non-degradable prints and improved piracy controls, as well as allowing new programming opportunities including premium digital 3D films and alternative content”, said Fiona Chow, Executive Director and Chief Operating Officer of OSGH.

“We are pleased to have entered into these direct digital agreements with Orange Sky Golden Harvest Group and Vie Show Cinemas. These deals are yet another sign of the successful conversion to digital cinema in the region and we look forward to the positive impact they will have on the movie-going experience”, said Roger Pollock, Paramount’s Executive Vice President, International Distribution and Operations.

“OSGH has just opened Hong Kong’s first fully digital cinema, namely, GH CityWalk in Tsuen Wan. GH Suzhou InCity Plaza Multiplex, opening this month, is also fully-digitalized, and equipped with PRC’s largest 3D digital-screen. We are very pleased to have Paramount’s support in building a new digital platform that enables us to bring better quality of cinema experience and more variety of contents to our customers. We believe our commitment to premium quality supports our goal to become Asia’s largest theatrical exhibition company”, said Kelvin Wu, the Chief Executive Officer of OSGH.



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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 28 multiplexes with 223 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.

About Paramount Pictures Corporation

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NYSE: VIA, VIA.B), a leading content company with prominent and respected film, television and digital entertainment brands. The company's labels include Paramount Pictures, Paramount Vantage, Paramount Classics, MTV Films and Nickelodeon Movies. PPC operations also include Paramount Digital Entertainment, Paramount Famous Productions, Paramount Home Entertainment, Paramount Pictures International, Paramount Licensing Inc., Paramount Studio Group, and Worldwide Television Distribution.