

# Press Release

Contact: Polly Ho/ Wanie Wong/ Emily Tsang Date : 12 December 2011  
Tel: 2352 8248/ 2352 8223/ 2352 8290 Page: 4

## **Orange Sky Golden Harvest Is In Cooperation With Mission Hills To Build Tailor-Made, Unique And Sophisticated Multiplex**

12 December 2011, Hong Kong - Orange Sky Golden Harvest Entertainment (Holdings) Limited (“OSGH” or the “Group”; HKSE: 1132) and Mission Hills Group are delighted to announce the cooperation between the two companies, which OSGH will introduce its tailor-made multiplex with first-class equipment into MH Mall, the flagship shopping centre of Mission Hills Group in Shenzhen, targeting to introduce the unprecedented Motion Chair D-Box into the China market.

OSGH will strive for pioneering to run multiplexes equipped with Motion Chair D-Box in the Mainland China. Motion Chair D-BOX presents authentic motion effects which synchronize with onscreen action to perfectly deliver extraordinary theatrical experience to its audience. The top-class stylish OSGH Cinemas, pursuing visual and audio effect perfection, will be equipped with SONY 4K Projection System, Dolby Surround 11.1 and giant-screen, etc., totaling to 7 screens with over 1,000 seats.

As a major player in the leisure industry of the Mainland, Mission Hills develops and operates world-class tourist resorts in Shenzhen and Dongguan. It also holds the Guinness World Record of the world’s largest golf resort and the National “5A” Tourist Attraction title. The Group will conjure up a fascinating range of shopping and entertainment experiences for Mission Hills Mall, Shenzhen, an investment of over RMB 4 billion.

“OSGH Cinemas integrates innovation and highend technologies. The Group has spearheaded the advance in adopting state-of-the-art theatrical exhibition technologies while Mission Hills is the leading company in leisure industry. The collaboration will definitely set a new trend in leisure and entertainment by bringing a sophisticated lifestyle to Shenzhen.” said Mr. Andrew Mao, Executive Director and Chief Executive Officer of OSGH.

Mr. Mao added, “The project of MH Mall marks a good commencement and we will establish a long-term co-operation relationship with Mission Hills to create much-favored first-rate leisure and entertainment landmarks in a win-win situation.”

Currently, China is one of the top-ten film markets by box office. According to the industry statistics, the box office for the first three quarters of 2011 had reached RMB9.5 billion, representing an increase of a quarter as compared with the corresponding period in 2010. With reference to “Blue Book of China’s Culture” 2011 published by Chinese Academy of Social Sciences, the growth of the box office for China will remain at approximately 30 percent. Last year, the box office for China reached RMB10 billion. It is expected to reach RMB13 billion this year accordingly. Quoted from Mr. Han Sanping, Chairman of China Film Group Corporation, the box office for China will reach RMB30-35 billion in the coming five years. What is more, industry insiders estimate that China market will maintain an annual growth rate at 30 percent. It is anticipated that Chinese-language films will be amounted to 45-55 percent of the box office.

In alignment with the cultural promotion initiatives of the Chinese government and to seize the opportunity to become the master of fast-paced movie market, OSGH doubled its efforts in its business development and scales in the Mainland China. The Group has performed a dramatic increase in its multiplex numbers, from 9 in 2010 to approximately 30 by the end of 2011. The Group is one of the most rapidly-developing organizations in cinema operations and is striving to be the leading theatrical company in China as well as to become the largest integrator of theatrical exhibition in Asia. With the increase in number of new multiplexes spreading out in the Mainland China, it will become the cash cow and lead to long-term contributions to the organization.

Dr Ken Chu, Chairman and CEO of Mission Hills Group, expected Mission Hills Shenzhen, to be completed in 2013, to be a high-end leisure and tourist hotspot that will offer extraordinary entertainment and enjoyment to the visitors.

### **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 will be operating 57 cinemas with 433 screens across Hong Kong, Mainland China, Taiwan and Singapore by the end of 2011, commanding a substantial share of the film exhibition and distribution markets in Asia. Orange Sky Golden Harvest has

produced and invested over 600 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. In 2011, Orange Sky Golden Harvest distributed three foreign films on big screens with box office reached RMB100 million in the Mainland China. The Group will continue to expand its distribution business in the China market. In view of the growing demand for Chinese-language films, the Group has restarted its production business in 2011 to explore and continue to provide excellent movies to audience all over the world.

### **About Mission Hills Group**

Mission Hills Group ([www.missionhillschina.com](http://www.missionhillschina.com)), owner and operator of Mission Hills Shenzhen and Mission Hills Hainan, is the pioneer in China's fledgling hospitality, sports and leisure industry.

Mission Hills, recognized as the leading golf brand in the world and synonymous with high-end, luxurious residences of rare and exquisite design, has created two superb leisure and wellness resorts. It has held more than 100 international tournaments, including the 1995 World Cup of Golf and the Tiger Woods China Challenge in 2001. In 2007, Mission Hills began its role as host of an unprecedented 12 editions of the Omega Mission Hills World Cup.

**Photo**

**Caption 1:**



The illustrations of MH Mall

**Caption 2:**



Motion Chair D-BOX presents authentic motion effects which synchronize with onscreen action to perfectly deliver extraordinary theatrical experience to its audience.