



NEWS RELEASE

October 16, 2009

CINEASIA 2009 TO HONOR GOLDEN SCREEN CINEMAS' IRVING CHEE HUAN TONG WITH "EXHIBITOR OF THE YEAR" AWARD

New York – Irving Chee Huan Tong, General Manager of Golden Screen Cinemas, will be honored with the CineAsia “Exhibitor of the Year” award at this year’s convention in Hong Kong. This Award will be presented as part of the Gala Final Night Banquet and Awards Ceremony on Thursday, December 10th at the Hong Kong Convention and Exhibition Centre in Hong Kong.

“It is a great honor to be able to single out the achievements of both Golden Screen Cinemas and Irving Chee Huan Tong at this year’s CineAsia”, noted Robert H. Sunshine, Managing Director of the annual convention. “In the world of exhibition, you couldn’t ask for a more dedicated and respected professional who has done so much for the industry. We are looking forward to paying tribute to Irving for his achievements, as this is a richly deserved honor.”

Golden Screen Cinemas Sdn Bhd (GSC) is the leading cinema chain in Malaysia. Irving Chee Huan Tong, as General Manager, has overseen the operations of GSC since 1992 and initiated innovations for GSC over the years. He led the transformation of the stand-alone cinemas to cineplexes which evolved to multiplexes when he opened GSC Mid Valley, Kuala Lumpur in 1999. GSC Mid Valley with 18 screens was then the largest multiplex in Asia. This location also introduced the first Gold Class and Art House screens with e-cinema projection to Malaysia.

In 2007, GSC launched Malaysia’s first premier boutique cinema, GSC Signature in The Gardens, Mid Valley, Kuala Lumpur. GSC Signature offers two Gold Class and five Premiere Class screens complemented with three F&B outlets. This is the only location where all auditoriums are twin-seating with spacious leg room.

GSC also introduced to Malaysian cinemas online ticketing and digital 3-D projection. Mr. Chee also serves as the Secretary of the Malaysian Association of Film Exhibitors and is a committee member of the Compulsory Screening Committees which sets release dates for local Malaysian movies. In addition, he sits on the Board of Directors of several companies involved in family entertainment and IT business under the Kuok Group in Malaysia.

Irving started his career in the cinema industry in 1985 as an Accountant with the Shaw Brothers (Malaysia) Sdn Bhd – a pioneer in the film industry. Prior to this, he was in the Accountancy profession with Coopers & Lybrand Malaysia for 5 years where he attained his Certified Public Accountant qualification.

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CineAsia 2009 will take place from December 8-10, 2009 at the Hong Kong Convention and Exhibition Centre in Hong Kong. It will feature screenings of upcoming Asian and major Hollywood films, sponsored events, timely and informative seminars and the CineAsia Trade Show. CineAsia is produced by the Nielsen Film Group, a division of Nielsen Business Media.

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