



Golden Harvest

Press Release

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OSGH's Shenzhen GH-MIXC Reaped Over RMB10m from Ticket Sales in Just 26 Days

26 January 2010, Hong Kong - Orange Sky Golden Harvest Entertainment (Holdings) Limited ("OSGH" or the "Group"; HKSE: 1132) today celebrated the New Year by reporting over RMB10m of ticket sales from its Shenzhen GH-MIXC cinema during 1st-26th January 2010. The Group has signed agreements and under negotiation to operate 44 cinemas, together 351 screens in PRC by 2012, and is bound to take full advantage of the PRC government's latest move to accelerate the development of its infant film industry.

OSGH's flagship Shenzhen GH-MIXC, a 12-plex located in the heart of Shenzhen, collected a record-breaking box office of over RMB10m from the first 26 days of 2010, comparing to over RMB55m box office the cinema reported for the full year 2009. GH-MIXC is a 12-plex after completion of an expansion in Oct 2009. Prior to that, the cinema was a 7-plex.

Today, OSGH operates 4 cinemas, together 32 screens in Shenzhen, Beijing, Suzhou and Jindezhen in PRC. OSGH has signed agreements to operate 30 cinemas, together 244 screens by 2012 in PRC, and including agreements under negotiation, OSGH will operate 44 cinemas, collectively 351 screens in PRC by 2012. The Group's coverage will spread across major cities like Shenzhen, Beijing, Guangzhou, Chengdu, Chongqing, as well as second- and third-tier cities like Suzhou, Jindezhen Wuxi, Hefei, Wuhu, Changzhou, Shenyang, Dongguan, Huizhou, Nanchang, Liuzhou and Yinchuan by then.

The Group's rapid expansion into PRC theatrical exhibition market makes it a major beneficiary of the PRC government's latest move to promote the country's infant film industry. On 21st January 2010, the State Council promulgated the "Directive on Promoting Prosperous Development of Film Industry" ("国务院办公厅关于促进电影产业繁荣发展的指导意见"), which targets a reform of the film industry by 2015 for a prosperous development. "We believe the Directive is a prelude to series of imminent and practical supportive measures to accelerate development of the film industry. We expect more quality films to be released in the PRC market, thus driving a sustainable growth of the theatrical exhibition industry. We also hope to see more incentives for new cinemas in second- and third-tier



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cities.”, said Kelvin Wu, Chief Executive Officer of OSGH.

OSGH's cinema portfolio now spans across PRC, Hong Kong, Taiwan and Singapore, operating collectively 28 cinemas with 223 screens.

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 cinemas 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.