

Press Release

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Page: 3

Orange Sky Golden Harvest Partnered With New World China Land To Develop the Most High-End Multiplex in Northern China

17 September 2011, Hong Kong - Orange Sky Golden Harvest Entertainment (Holdings) Limited (“OSGH”; HKSE: 1132) and New World China Land Limited (“NWCL”; HKSE: 917) are delighted to announce that OSGH has signed an agreement with The Galleria, the international fashion icon located at Renmin Road, Dalian, PRC, developed by NWCL.

“OSGH has been running and devoted to operate premium quality multiplexes. We are pleased to partner with NWCL. The opportunity will enable us to bring our GH cinemas to the premier customers of The Galleria, which comprises over a hundred luxurious brands. The Galleria GH Cinemas will be equipped with the state-of-the-art audio and visual equipment, totaling to 4 screens to deliver extraordinary theatrical experience to the audience in Northern China.” said Mr. Andrew Mao, Executive Director and Chief Executive Officer of OSGH.

Mr. Mao added, “The Group has been focusing to develop its theatrical business in the Mainland China in the recent years. NWCL is one of the largest and most comprehensive national developers. We very much look forward to having more opportunities to work with NWCL collaboratively and strategically to introduce more excellent multiplexes into the Mainland China especially towards the enhancement of theatrical experience.”

Mr. Michael Fong, Executive Director of NWCL, said in the same occasion, “OSGH is a strategic partner in our development of commercial properties. The Galleria GH Cinemas in Dalian is the first project confirmed and sets the milestone of our long-term co-operation.”

The Galleria is situated at Dalian New World Tower, Renmin Road, the CBD of Dalian, occupying 26,000 sqm GFA. The Galleria is a high-end and sophisticated shopping mall targeting to deliver luxurious products and services to the premier customers

including but not limit to luxurious brand names and a great variety of stylish fashion and accessories as well as facilities such as restaurants and other lifestyle stores. The Galleria is set to become a fashionable hub of Dalian.

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 46 cinemas with 353 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 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.

About New World China Land

New World China Land Limited (Hong Kong stock code: 917) is a subsidiary of the Hong Kong-listed New World Development Company Limited (Hong Kong stock code: 17) engaging mainly in property development in China and now has total assets exceeding HK\$68.98 billion. NWCL has been listed in Hong Kong since July 1997. Its well-diversified property portfolio comprises of 60 major projects with a total gross floor area of over 27.39 million sq m. These projects are located in over 20 cities or major transportation hubs. There are different types of projects including residential estates, service apartments, villas, office, shopping centre, mixed-use buildings and hotels.

Photo



Caption:

Mr. Andrew Mao (The right), Executive Director and Chief Executive Officer of OSGH, and Mr. Michael Fong, Executive Director of New World China Land presented at the signing ceremony of The Dalian Galleria.