



Golden Harvest

## Press Release

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### **Orange Sky Golden Harvest Group Formed An Alliance With Japan's T-Joy To Provide Content For Asia's Multiplexes Broadcasting**

8 December 2011, Hong Kong - Orange Sky Golden Harvest Group ("OSGH" or the "Group") is delighted to announce that the Group has entered into a strategic alliance agreement with T-JOY Group ("T-JOY"), under which the Group is granted exclusive right in broadcasting the digital content provided by T-JOY; and OSGH will provide its production for broadcasting at T-JOY's multiplexes in Japan. Consequently, the alliance will be offering a wide range of alternative content to Asia's audiences and enhancing theatrical experience.

T-JOY is primarily engaged in film production, distribution and cinema operation. Currently, T-JOY operates 19 cinemas in Japan and actively distributes local-based production.

"OSGH has been focusing on digitalization in enhancing the operation efficiency and exploring new programming opportunities. The Group's multiplexes in Taiwan and Hong Kong are fully-digitalized. We are confident in the success of this cooperation leveraging our state-of-the-art equipment. In addition to movies, T-JOY also provides alternative entertainment varieties such as live broadcasting of concerts and sports games." said Mr. Andrew Mao, Executive Director and Chief Executive Officer of OSGH.

Mr. Mao added, "Meanwhile, in view of the growing demand for Chinese-language films, the Group has restarted its production business and these productions will be screened at T-JOY's multiplexes in Japan. OSGH and T-JOY provide content for each other's multiplexes across Asia, including the Mainland China, Hong Kong, Taiwan, Singapore and Japan. This not only enriched the content and enhanced theatrical experience, but also aligns with the mission of the Group to offer only the



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best to our patrons as well as to realize the advantages of the Group's regional cinema circuit and vertical integration.”

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 and 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.

#### **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.