

**3 October 2013**

**MEDIA RELEASE**

**NSMEN TO ENJOY MORE EXCLUSIVE MOVIE PRIVILEGES AS SAFRA & SHAW THEATRES INK NEW PARTNERSHIP**

From 16 October 2013, SAFRA members will enjoy exclusive movie deals at all seven Shaw cinemas island-wide as a gesture by the cinema chain to recognise the contributions of NSmen. They will enjoy special discounts on movie tickets throughout the week. They can also purchase a pair of movie tickets at only half the price during weekends and discounted popcorn combo.

NSmen who frequent the movies can now save even more by joining MovieMax, SAFRA's micro club for movie lovers. MovieMax members will be entitled to even higher discounts on movie tickets all week round, including special rates on 3D movies for the very first time, at four Shaw cinemas - Shaw Theatres Balestier, Shaw Theatres Bugis, Shaw Theatres JCube and Shaw Theatres Lot One.

Mr Chan Chun Sing, Second Minister for Defence and President of SAFRA, officiated the launch of the three-year partnership at Shaw Theatres Lido this evening. He was joined by Mr Mark Shaw, Executive Vice President of Shaw Organisation.

Mr Chan shared that the backbone of Singapore's security continues to be a strong and capable Singapore Armed Forces which depends very much on our NSmen. He said, "As a society, we want to do as much as we can for our NSmen as they shoulder the sacred task of keeping us safe and secure." He added: "There is one part that we can do much more and that is to bring in the community to better support our NSmen. On that note, I am very happy to see what Shaw Organisation has done today in its own way to better support and recognise NSmen."

More than 300 SAFRA members and corporate partners were also treated to the screening of the upcoming movie, 'Closed Circuit', to celebrate the occasion. This comes after the cessation of SAFRA's movie partnership with Golden Village (GV) on 30 September 2013.

The new partnership with Shaw Theatres offers a wider suite of movie privileges with new deals on opening titles, sneaks and 3D movies, except for selected movie titles within the first week of screening, as well as special one-for-one weekend deals. These new privileges were previously not available to SAFRA and MovieMax members. Though they enjoyed discounted movie vouchers, complimentary passes and occasional movie treats previously, this is the first time that these enhanced privileges are offered to SAFRA and MovieMax members on an ongoing basis.

More than 500,000 SAFRA members are expected to benefit from the new partnership. Movie privileges have been very popular among SAFRA members with more than 600,000 discounted movie tickets purchased annually in previous years.

SAFRA and MovieMax members can purchase movie tickets at all seven Shaw cinema box offices island-wide beginning 16 October 2013. They can also book movie tickets online at [www.safra.sg](http://www.safra.sg) by mid-November.

Mr Mark Shaw, Executive Vice President of Operations, Shaw Organisation, said: "Shaw Theatres has been a partner of SAFRA for 10 years and it is gratifying to be part of a programme to show our appreciation for NSmen and their families. SAFRA members can look forward to our unique brand of movie going experiences at Shaw Theatres as we continue to grow, with more theatres in 2014 and 2015 at Seletar Mall and Punggol Waterpoint, and technologies like our mobile app, cinime, High Frame Rate projectors and improved digital sound systems, all of which will give our audiences a richer cinema experience."

For more information, kindly refer to the fact sheet at **Annex A**.

#### **About SAFRA National Service Association**

SAFRA was formed in 1972 to provide for the social and recreational needs of NSmen and their families through quality sports, social, educational and cultural programmes to recognise NSmen for their contributions to National Defence.

SAFRA currently has a network of five clubs conveniently located in Jurong, Mount Faber, Tampines, Toa Payoh and Yishun. Complementing the modern facilities at SAFRA clubs is a host of quality membership benefits and activities specially packaged for over 500,000 members and their families.

#### **About Shaw Theatres**

Shaw Theatres, part of the Shaw Organisation, was founded by the Shaw Brothers and has been operating cinemas in Singapore since 1927. It owns six multiplexes across the island, and they feature the latest in cinema technologies like IMAX, Dolby 7.1 Surround and RealD 3D systems. Shaw Theatres also manages a seventh multiplex, Century Cineplex, which is privately owned.

For more information on Shaw Theatres and Shaw Organisation, please visit <http://shaw.sg>. You can also connect with Shaw on Facebook ([facebook.com/shaw.sg](https://www.facebook.com/shaw.sg)), Twitter ([twitter.com/shawsg](https://twitter.com/shawsg)) and YouTube ([youtube.com/ShawOnlineVideos](https://www.youtube.com/ShawOnlineVideos)).

**SAFRA & SHAW THEATRES MOVIE PARTNERSHIP**  
(With effect from 16 October 2013)

**FACT SHEET**

**SAFRA Member Privileges**

Item	Description	Member Rate	Usual Price	Savings	Remarks
<b>Movie* Tickets (2D)</b>	Off-peak (Mon-Thu)	\$7.50	\$8.50	\$1	Available at all seven (7) Shaw theatres
	Opening Titles & Sneaks	\$9	\$9.50	\$0.50	
	Peak (Fri-Sun, Eve of PH, PH)	\$9	\$11	\$2	
<b>1-for-1 Weekend Deal **</b>	Sat & Sun (For a pair of tickets)	\$11	\$22	\$11	<ul style="list-style-type: none"> <li>• Balestier</li> <li>• Bugis</li> <li>• Century</li> <li>• JCube</li> <li>• Lido</li> <li>• Lot One</li> <li>• Nex</li> </ul>
<b>Popcorn combo</b>	Regular popcorn combo	\$6	\$7	\$1	
	Large popcorn combo	\$7.60	\$8.60	\$1	
	Family popcorn combo	\$12.20	\$13.20	\$1	
<b>Movie Vouchers</b>		\$8	\$9.50	\$1.50	

**MovieMax Member Privileges**

Item	Description	Member Rate	Usual Price	Savings	Remarks
<b>Movie* Tickets (2D)</b>	Off-peak (Mon-Thu)	\$7	\$8.50	\$1.50	Available at four (4) Shaw theatres
	Opening Titles & Sneaks	\$8	\$9.50	\$1.50	
	Peak (Fri-Sun, Eve of PH, PH)	\$8	\$11	\$3	
<b>Movie* Tickets (3D)</b>	Off-peak (Mon-Thu)	\$9	\$11	\$2	<ul style="list-style-type: none"> <li>• Balestier</li> <li>• Bugis</li> <li>• Jcube</li> <li>• Lot One</li> </ul>
	Opening Titles & Sneaks	\$12	\$14	\$2	
	Peak (Fri-Sun, Eve of PH, PH)	\$12	\$14	\$2	
<b>Popcorn combo</b>	Regular popcorn combo	\$5.50	\$7	\$1.50	

\*Except for selected movie titles within the first week of screening.

\*\* Limited to the first 1,000 pairs of tickets per day, per location. Valid till 31 March 2014

Other terms and conditions apply, coming up soon on [www.safra.sg](http://www.safra.sg).

## **About MovieMax**

MovieMax is a SAFRA micro club aimed at engaging young NSmen through the movies. Formerly known as the SAFRA Movie Club, MovieMax offers members a distinct suite of attractive movie privileges such as discounted movie tickets, exclusive popcorn combo deals, complimentary movie screenings and invitations to gala premieres. MovieMax currently has more than 1,600 members.

## **Movie Synopsis: “Closed Circuit”**

Directed by John Crowley (*Boy A, Intermission*)

Starring: Rebecca Hall, Eric Bana, Ciarán Hinds, Jim Broadbent, Julia Stiles

From the producers of TINKER, TAILOR, SOLDIER, SPY comes the new international thriller, CLOSED CIRCUIT. Following the mysterious explosion in a busy London market, the police swoop, a suspect is detained, and the country prepares for one of the most high-profile trials in British history.

Two exceptional lawyers with a romantic history step into a dangerous web of secrets and lies, and when evidence points to a possible British Secret Service cover up, it's not just their reputations, but their lives that are at stake.