



STAR HALL  
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Press Release **【FOR IMMEDIATE RELEASE】** (2 Pages)

Aug 19, 2009

To Chief Editors, Editors:

## **Movie Premieres in Great Success “Star Hall” - the New Mega Theater Brings Magic and Boosts the Movie Industry**

(Aug 19, 2009. Hong Kong) Star Hall, the integrated performance venue located at EMax measuring 30,000 square feet, has impressed the audience with ultimate enjoyable experience in this summer by introducing 3 movie premieres, which attracted over few thousands of audiences as well as local and international celebrities enjoy the movies together. Star Hall turns itself into a mega theater not only enhance its business exposure, but also provides movie lovers a superb movie experience, and play a critical role on facilitating the movie industry to the next higher level.

### **Movie premieres were well received by the public**

After the first movie screening of ‘HARRY POTTER AND THE HALF-BLOOD PRINCE’<sup>TM</sup> held on Jul 15, the movie premieres of “Oh His Majesty’s Secret Service” which is directed by Wong Jing and cast by Louis Koo, Barbie Hsu and Sandra Ng, and “G.I. Joe: The Rise of Cobra” held in Star Hall early Aug have successfully attracted more than 4,000 audiences and received favorable comments from the public.

“Building on the extensive experience on hosting successful concerts and performances, Star Hall collaborated with industry expertise in organizing movie premiere activities since early this year, which aims at providing more surprising entertainment experience than ever. The success in organizing the 3 movie premieres of Star Hall not only demonstrates its exceptional competence and sophisticated facilities, but also facilitates development of the whole movie industry.” stated by Ms. Josephine Lam, Deputy General Manager of HITEC.

### **“Star Hall” turns itself into a Mega Theater for more movie premieres**

Star Hall can accommodate over 2,000 seats in tiered design after turning into a mega theater setting. The venue is equipped with world-class audio visual electronics, including 4-storey high giant screen (80 ft. in width by 36 ft. in height) and Dolby surround system. In addition,



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Rotunda 2 which locates next to Star Hall can compliment the movie premiere with cocktail receptions and charity gala dinners for over 1,000 guests.

Ms. Lam mentioned that a series of movie premieres are now under negotiation, including those that will be shown during the Christmas.

### **More hot events to come**

Apart from movie premieres, upcoming events in Star Hall includes FanFan 2009 Concert (Aug 19), Comic World Hong Kong 28 (Aug 22-23), Chibi Maruko Musical (Sept 4-6) and Lifeline Express Kung Fu for Brightness 2009 (Sept 12-13), A Memory Named Shanghai (Sept 18-20), Andrew Lam & Friends Concert 09 (Sept 25-26), Hong Kong Wedding Showcase (Oct 10-11), and Disney Live! Winnie the Pooh (Oct 16-18).

### **Convenient Transportation to EMax**

EMax provides audience with free shuttle bus service to and from MTR Kowloon Bay Station every day. There are more than 750 car parking spaces available at HITEC to accommodate drivers as well.

Besides, Star Hall audience is entitled to special offer (HK\$40) on car parking till 12am by presenting concert ticket together with hourly parking ticket. Special shuttle bus and mini bus service to different districts in Hong Kong Island, Kowloon and New Territories will also be arranged after concerts.

### **EMax ([www.emaxhk.com](http://www.emaxhk.com))**

EMax stands for "Entertainment Maximized". The letter "E" also means "Energy", "Extraordinary" and "Exhibition", referring to the unlimited enjoyment it will bring to all fun-loving people who aspire to an energetic, exciting and entertaining lifestyle. Please visit EMax official website [www.emaxhk.com](http://www.emaxhk.com) for details.

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