



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

July 15, 2009

To Chief Editors, Editors:

**“Star Hall” Always in Good Show
HARRY POTTER AND THE HALF-BLOOD PRINCE™ Grand Show
Turning “Star Hall” into a Mega Theater**

(July 15, 2009. Hong Kong) Since the opening of Star Hall, the integrated performance venue located at EMax measuring 30,000 square feet, has become one of the entertainment hotspots in town. This summer, Star Hall impresses the audience with surprising entertainment experience by collaborating with Warner Bros. Pictures, to hold its first movie screening of “HARRY POTTER AND THE HALF-BLOOD PRINCE™” on Jul 15, 2009.

“Star Hall” has its first debut as a Mega Theater

“We are glad to collaborate with Warner Bros. Pictures in organizing the grand showing of ‘HARRY POTTER AND THE HALF-BLOOD PRINCE™’, the first of its kind in Star Hall. Star Hall has become a mega movie palace by offering more sophisticated facilities compared with other conventional cinemas. Star Hall prides itself as a top-notch multifaceted venue and we believe the upcoming movie premieres not only provide excellent enjoyment to audience, but also strengthen its business portfolio and development.” stated by Ms. Josephine Lam, Deputy General Manager of HITEC.

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, Rotunda 2 which locates next to Star Hall can serve as a venue for cocktail receptions and charity gala dinners catering over 1,000 guests, which act as a supporting activity for movie premiere.

Ms. Lam mentioned that there will be more upcoming movie premieres, including “Oh His Majesty’s Secret Service” (大內密探零零狗), which is directed by Wong Jing and the cast



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including Louis Koo, Barbie Hsu and Sandra Ng. The said movie premiere will be held in early August.

More hot events to come

Apart from movie premieres, upcoming events in Star Hall includes World Guoshu Competition Finals (Jul 25), Placebo Live in Hong Kong (Aug 3), Keane Perfect Symmetry Tour – Asia 2009 (Aug 11), FanFan 2009 Concert (Aug 19), Comic World Hong Kong 28 (Aug 22-23) and Chibi Maruko Musical (Sept 4-6).

Convenient Transportation to EMax

EMax provides audience with free shuttle bus service to and from MTR Kowloon Bay Station every day and Laguna City (Phase 3) on every Sat, Sun and during Public holidays. There are more than 750 car parking spaces available at HITEC to accommodate drivers as well.

Besides, Star Hall audience is entitled to have special offer (HK\$40) on car parking till 12am by presenting concert ticket together with hourly parking ticket. Special shuttle service will also be arranged after concert ended.

EMax (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 for details.

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