

Press Release



FOR IMMEDIATE RELEASE

Zee Cine Awards 2011 comes alive at Marina Bay Sands

*Kings and Queens of Bollywood to spice up Singapore's
entertainment scene*

Singapore (January 14, 2011) – Marina Bay Sands, Asia's best destination for business, leisure and entertainment, and Zee Entertainment Enterprises, one of India's leading television, media and entertainment companies, are excited to announce that after months of preparation and anticipation the day for Zee Cine Awards 2011 has finally arrived.

To transform Asia's largest ballroom located on the 5th Level of the Sands Expo and Convention center into a theatre of dreams, Marina Bay Sands has created a larger-than-life stage that will enthrall viewers with its grandeur and scale.

Marina Bay Sands has literally rolled out the red carpet for this star-studded event. This commitment, as well as the state-of-the-art facilities and Marina Bay Sands' expertise in hosting large-scale prestigious events, were the key factors that led to the decision for Zee Cine Awards to be held in Singapore.

About 5,000 tickets were snapped up for this year's award ceremony within the short span that they were on sale for. In order to accommodate mass demand, Marina Bay Sands decided to host an exclusive simulcast of the show at Hall C, Sands Expo and Convention Center, adding about 3,000 tickets.

"We are extremely honored to be hosting the Zee Cine Awards. We see India as a very promising region for us and believe that in Zee Entertainment Enterprises we have an excellent partner. We hope to thrill you with all the festivities we have in store for you," said Mr. Thomas Arasi, President and Chief Executive Officer, Marina Bay Sands.

The Singapore Tourism Board (STB) has reported positive growth tourism numbers for 2010, with India contributing to not only an increase in visitor arrival numbers but tourism receipts as well. For the first three quarters of 2010, India was one of Singapore's top five

markets for tourism receipts, generating S\$753 million¹. This is a 30 per cent year-on-year increase compared to 2009.

In November 2010, India was the fastest growing tourist market for Singapore in terms of visitor arrivals – with a 46.3 per cent growth over the previous year, the highest growth out of the top 15 markets.

Randall Tan, Regional Director for South Asia, Middle East and Africa (SAMEA), Singapore Tourism Board, said, “India is an important market for Singapore, and we are proud that Singapore is hosting Zee Cine Awards this year. Marina Bay Sands is indeed a grand stage on which the brightest stars will shine. Guests of the event can also expect to enjoy a myriad entertainment and lifestyle offerings, and create their own special Singapore scene.”

Chief Executive Officer of Zee Entertainment Enterprises Limited, Puneet Goenka, said “Seeing the whole property come alive for this spectacular night and having witnessed the festive ambience for Zee Cine Awards in Marina Bay Sands, it goes without saying that this property is the perfect home for Zee Cine Awards 2011.”

Due to the unprecedented demand for tickets and unparalleled enthusiasm from Bollywood fans around the world, Marina Bay Sands has immersed itself into the Bollywood theme with activities both in retail and dining outlets.

Celebrity chef restaurant *Guy Savoy* has introduced a touch of India to create a special one-day-only menu to commemorate this event. An exclusive drink called *1896* has also been created by the hotel's lobby bar FUSE, as a nod towards the year in which the first movie appeared in India. Hotel packages have also been created for guests flying in from Malaysia, Indonesia, Hong Kong and Thailand especially for this show.

The celebrations continue this weekend. From now till Sunday, Zee Cine Awards ticket holders are entitled to enjoy exclusive shopping deals at The Shoppes at Marina Bay Sands, of up to 40 per cent discounts at selected stores. Tomorrow, at 3 pm, shoppers will be enthralled by a series of performances by a group of 40 dancers to the soundtrack of *Slumdog Millionaire*.

Details of the Zee Cine Awards 2012 will be announced in the coming months. For more information, visit the Marina Bay Sands website at www.marinabaysands.com

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¹ Figure includes components such as Shopping, Accommodation, F&B, Medical and others; it excludes Sightseeing & Entertainment.

About Marina Bay Sands Pte Ltd:

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants, a casino, Paiza Club for premium players and an outdoor event plaza. Its two theaters showcase a range of leading entertainment acts and will include our resident performance, "The Lion King". Completing the line-up of attractions is the ArtScience Museum at Marina Bay Sands which will play host to permanent and marquee exhibitions. For more information, please visit www.marinabaysands.com

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About Zee:

Zee Entertainment Enterprises Limited is one of India's leading television, media and entertainment companies. It is amongst the largest producers and aggregators of Hindi programming in the world, with an extensive library housing over 80,000 hours of television content. With rights to more than 3,000 movie titles from foremost studios and of iconic film stars, Zee houses the world's largest Hindi film library. Through its strong presence worldwide, Zee entertains over 500 million viewers across 167 countries.

Pioneer of television entertainment industry in India, Zee's well known brands include Zee TV, Zee Cinema, Zee Premier, Zee Action, Zee Classic, Ten Sports, Zee Sports, Zee Cafe, Zee Studio, Zee Trendz, Zee Jagran, Zing, ETC Music and ETC Punjabi. The company also has a strong offering in the regional language domain with channels such as Zee Marathi, Zee Bangla, Zee Telugu, Zee Kannada, Zee Talkies and Zee Cinemalu.

The Zee stable owns an integrated range of businesses. All of these in singularity adhere to the content-to-consumer value chain model of media and entertainment business. Zee is a pioneer in every aspect of content aggregation and distribution through traditional media like satellite and cable and new media like the internet, in India.