

Press Release



FOR IMMEDIATE RELEASE

A New Era of Entertainment at Marina Bay Sands, Singapore

Marina Bay Sands Theatres join legion of world-class offerings under MasterCard's Priceless Cities Program

Singapore (19 November 2012) –Marina Bay Sands, MasterCard, and BASE Entertainment Asia announced a five-year partnership today that will officially bring Marina Bay Sands Theatres within the Priceless Cities program, further elevating Singapore and the integrated resort in the world of entertainment. Under the three-party agreement, the Marina Bay Sands Theatres will be renamed as '**MasterCard Theatres at Marina Bay Sands**'.

Starting this November, MasterCard cardholders can avail of a range of exciting offers, including opening night shows, seat upgrades and discounted ticket prices¹ for the best shows and Broadway productions showcased at Marina Bay Sands.

"Marina Bay Sands remains committed to bringing the world stage to Singapore, and Singapore to the world stage," said Mr. Mark Juliano, Senior Vice President of Marketing at Marina Bay Sands. "We are proud to join MasterCard and BASE Entertainment Asia in such an important global partnership. Working together, we will build on the Marina Bay Sands legacy of delivering 'priceless' entertainment experiences to Singapore and Southeast Asia."

"MasterCard Theatres at Marina Bay Sands is yet another exciting collaboration for us, building on our already considerable global portfolio of sponsorship assets," said Ms. Debbie Goldingham, Head of Marketing South East Asia, MasterCard Worldwide. "Singapore recently joined the ranks of other, iconic Priceless Cities worldwide such as London, New York, Beijing and Sydney, and through partnering with BASE Entertainment, we are able to provide our cardholders around the world, with even greater access to world-class entertainment acts."

Mr. Milan Rokic, Managing Director of BASE Entertainment Asia said, "We are proud to be partnering with a company that values Priceless experiences, as the ability to see the world's best entertainment is truly a personal and priceless experience for our audiences. We are

¹ Subject to terms and conditions of cardholder benefits as indicated by MasterCard

Press Release



looking forward to collaborating with MasterCard to offer unique opportunities for their customers and continuing to establish the MasterCard Theatres at Marina Bay Sands as the pinnacle of live entertainment in the region.”

MasterCard Theatres at Marina Bay Sands is home to two world-class theatres – Sands Theatre and Grand Theatre -specifically designed to showcase internationally acclaimed performances for the ultimate guest experience. Both theatres boast magnificent interior design with high ceilings, extravagant layout and plush furnishing aimed at creating a night of elegance. The MasterCard Theatres share a box office and spectacular grand foyer created to transport all our guests to a world of glitz and glamour.

###

Press Release



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 and an outdoor event plaza. Its two theaters showcase a range of leading entertainment performances including world-renowned Broadway shows. Completing the line-up of attractions is the ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit www.marinabaysands.com

For Media Enquiries

Sarina Pushkarna (+65)6688 0013 / sarina.pushkarna@marinabaysands.com
Gayathri Ramasamy (+65)6688 1047 / gayathri.ramasamy@marinabaysands.com

ABOUT BASE ENTERTAINMENT

BASE Entertainment specializes in the development, production, programming and management of live entertainment properties and theatre operations. BASE develops, produces and manages intellectual properties which reach audiences through various platforms, including live, digital, broadcast and licensing. BASE Entertainment founders include Brian Becker and Scott Zeiger, who have 45 years combined experience in the live entertainment industry. The company has offices in Singapore, New York, Las Vegas, and Houston. Since their Asia office opened in Singapore in 2010 Base Entertainment has brought a wide array of live entertainment to Singapore's Marina Bay Sands' two theatres, including Disney's The Lion King, Riverdance, A R Rahman, Thriller Live, Music of Andrew Lloyd Webber, Cirque Eloize iD, Bar at Buena Vista, and The Imperial Ice Stars productions of Swan Lake on Ice and more recently presented WICKED.

Media contacts

Amanda Osborne (+65) 9046 7009 / Amanda@baseentertainmentasia.com
Ananya Madhupati Singhania (+65) 9155 4133 / asinghania@fulfordpr.com
Shiwani Diwarkar (+65) 9832 0643 / wdiwarkar@fulfordpr.com

About MasterCard

MasterCard (NYSE: MA), www.mastercard.com, is a global payments and technology company. It operates the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. MasterCard's products and solutions make everyday commerce activities – such as shopping, travelling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter [@mastercardnews](https://twitter.com/mastercardnews), join the conversation on [The Heart of Commerce Blog](#) and [subscribe](#) for the latest [news](#).

Media Contacts

Georgette Tan +65 6390 5971/ georgette_tan@mastercard.com
Debbie Goldingham +65 6390 5915/deborah_goldingham@mastercard.com