

Press Release



FOR IMMEDIATE RELEASE

The Shoppes at Marina Bay Sands presents an unprecedented social networking platform for shoppers

*The Social Pavilion is a platform that combines the best of both
worlds – shopping and social media*

Singapore (25 May, 2012) – For the first time in Singapore, The Shoppes at Marina Bay Sands will be launching two new-to-market social media initiatives that will transform the conventional shopping experience into one that is highly social, fun and interactive.

It has staged a permanent social media booth that is modeled after the striking architecture of the distinctive Crystal Pavilions. Called **The Social Pavilion**, shoppers can now experience The Shoppes on a new platform and get transported into a world of digital creativity.

Located at Promenade South of The Shoppes, *The Social Pavilion* is a fully automated social networking platform complimentary for visitors. Measuring 5.7 meters long, 2.6 meters wide and 2.5 meters tall, the pavilion combines multiple digital technologies to present a one-of-its kind interactive shopping experience.

Mr. John Postle, Executive Director of The Shoppes, said, “*The Social Pavilion* presents endless possibilities and energy into the realm of a consumer experience. It is our solution to combine the best of both worlds – shopping and social media. By enabling visitors to share their moments and experiences at The Shoppes with friends anywhere in the world in real time, we are able to deliver a simple yet highly interactive experience for them at The Shoppes at Marina Bay Sands.”

Shoppers can strike a pose against a green screen and customize their photos against picturesque backgrounds of iconic areas at Marina Bay Sands. They are able to post their candid moments in real time onto the Marina Bay Sands Facebook page and view their uploaded photos on the external touch screen. They can even choose to print their photos, taking home with them a piece of The Shoppes at Marina Bay Sands.¹

¹Pose for a photo at *The Social Pavilion* and upload it onto the Marina Bay Sands Facebook page for an extra chance in the Viva La Shoppes lucky draw.

The second social media initiative is a Facebook application called ***My Great Singapore Sale Wish List***. To coincide with the Great Singapore Sale (GSS) this year, The Shoppes has created this application that will allow users to create their very own fashion lookbooks from a range of fashion apparel and accessories from over 70 leading retailers at The Shoppes.

The application makes use of user-friendly features to put together an outfit with a value worth up to S\$500. With each complete submission, users who receive the most number of “likes” will stand a chance to win the outfit that they have created².

From now until 28 June, anyone can explore this app on-the-go by simply visiting the Marina Bay Sands Facebook page.

“The Shoppes at Marina Bay Sands is constantly thinking of new ways to push our creative boundaries and to explore innovative ideas that continue to set us apart from other malls. By combining efforts with our retailers at *The Social Pavilion* during key campaign periods, we will be able to offer shoppers a wider scope of incentives to reward their every moment spent at The Shoppes at Marina Bay Sands,” said Mr. Postle.

Fun Facts



The Social Pavilion at The Shoppes at Marina Bay Sands, Promenade South

²Closing date is 27 June, 11.59pm. Results will be announced on the Marina Bay Sands Facebook page.

- The Shoppes at Marina Bay Sands is the first retail complex to house a structure of this nature and scale.
- *The Social Pavilion* was a five-month project from conceptualization to implementation. It was constructed over 10 days after four key design revisions.
- The modular structure is made up of a total of 31 pieces.
- Due to its sheer size, it had to be constructed off site in four parts before being transported to Promenade South at The Shoppes at Marina Bay Sands.
- The structure is made from eco-friendly material, including 70 meters of recycled timber, six square meters of tempered glass and energy efficient LED lights.
- Integrated into the photo booth are two 21-inch touch screens, a six square meters green screen and a 42-inch television.
- All images taken at *The Social Pavilion* will be compiled into a Facebook photo album that shoppers can view, tag themselves and share with their friends and family in real time.
- Opening hours: 10am-10pm daily

GSS 2012 at The Shoppes at Marina Bay Sands

From 24 May to 1 July, shoppers who spend a minimum of S\$250 at The Shoppes at Marina Bay Sands will be eligible to enter the **Viva La Shoppes Lucky Draw**, and stand a chance to win the ultimate prize of a pair of return flight tickets to Las Vegas, plus three nights' accommodation in a luxury suite at The Venetian Las Vegas. A winner will be announced at The Shoppes every Monday starting from 28 May.³ To top this off, the first 50 shoppers daily to spend S\$250 will also be rewarded with a S\$20 shopping voucher.

Shoppers also get to bring home a printout of their photo as well as double their chances in the **Viva La Shoppes Lucky Draw** when they print a voucher at *The Social Pavilion*.

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³Winners will be notified by post; American Express Card members receive double chances for the same spend. Number of lucky draw submissions is capped at five per individual.

APPENDIX

The Social Pavilion⁴



The Social Pavilion at The Shoppes at Marina Bay Sands, Promenade South



The external of the pavilion is fitted with a 21-inch interactive touch screen

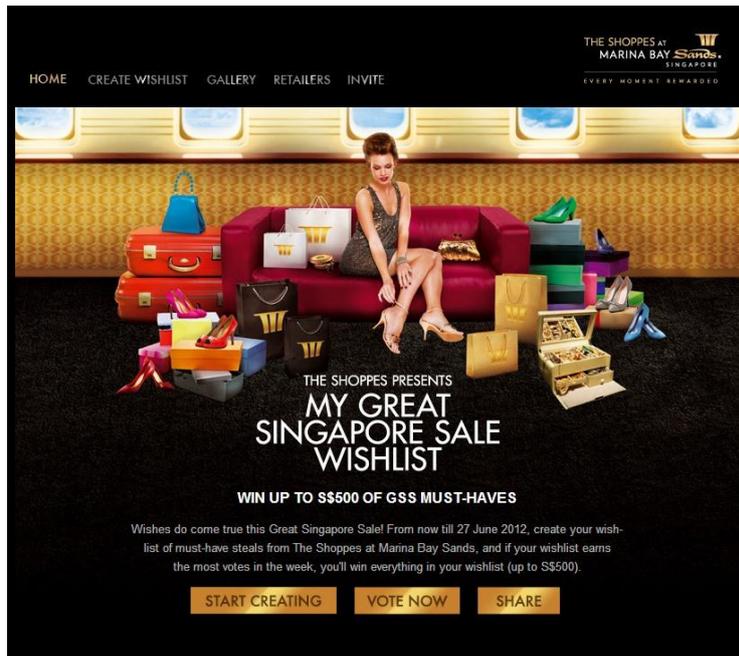


Eight customized backgrounds to choose from

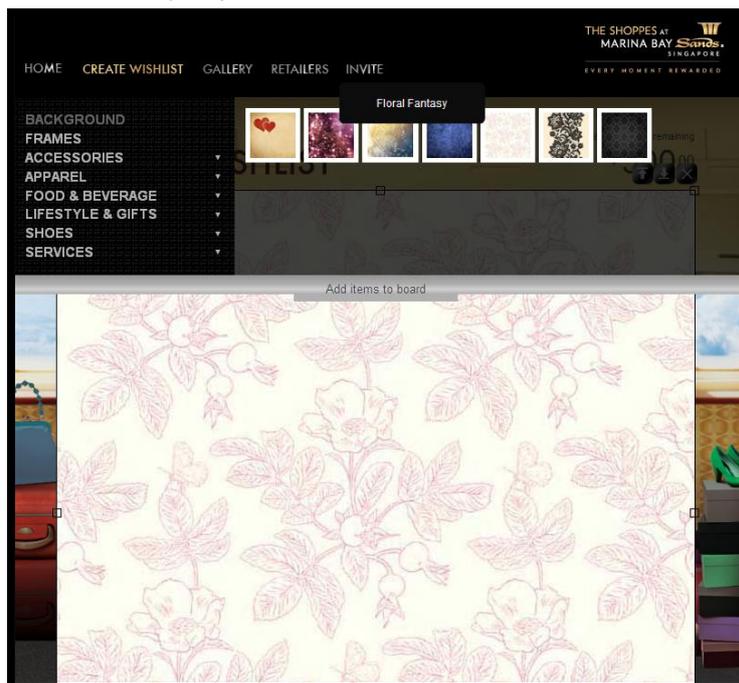
⁴ For more information, visit: <http://www.marinabaysands.com/Singapore-Shopping/The-Social-Pavilion/>

My Great Singapore Sale Wish List Facebook App

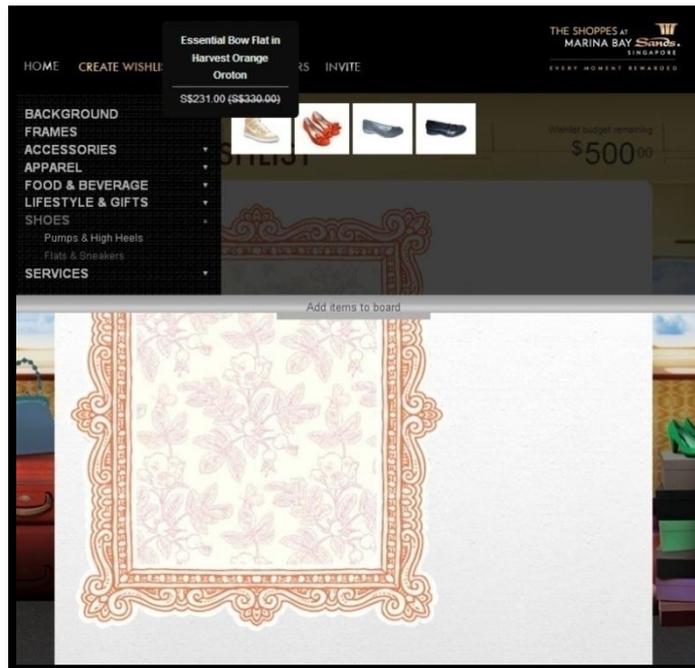
Click on the 'Start Creating' button or 'Create Wishlist' tab to get started on your very own Wishlist!



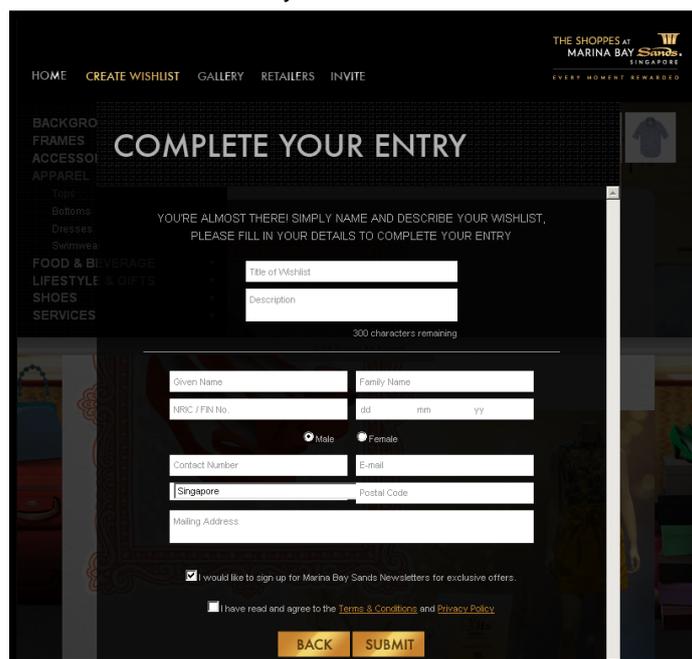
To get started, click on 'Add items to board'. A drop down tab will appear for you to select your favorite GSS steals. Select a background and/or frames to set the mood of your very own lookbook. You can choose to resize and adjust your selected items to create different looks.



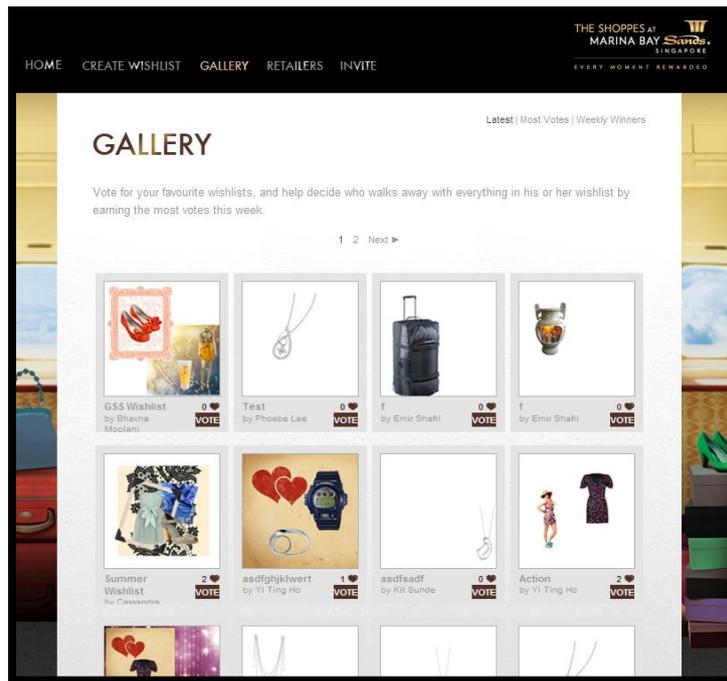
Start adding your favorite GSS steals. Hover over the thumbnails to find out more about the products. Don't forget to keep the total value of your wishlist under S\$500. You can view your remaining budget on the top right hand corner of the page.



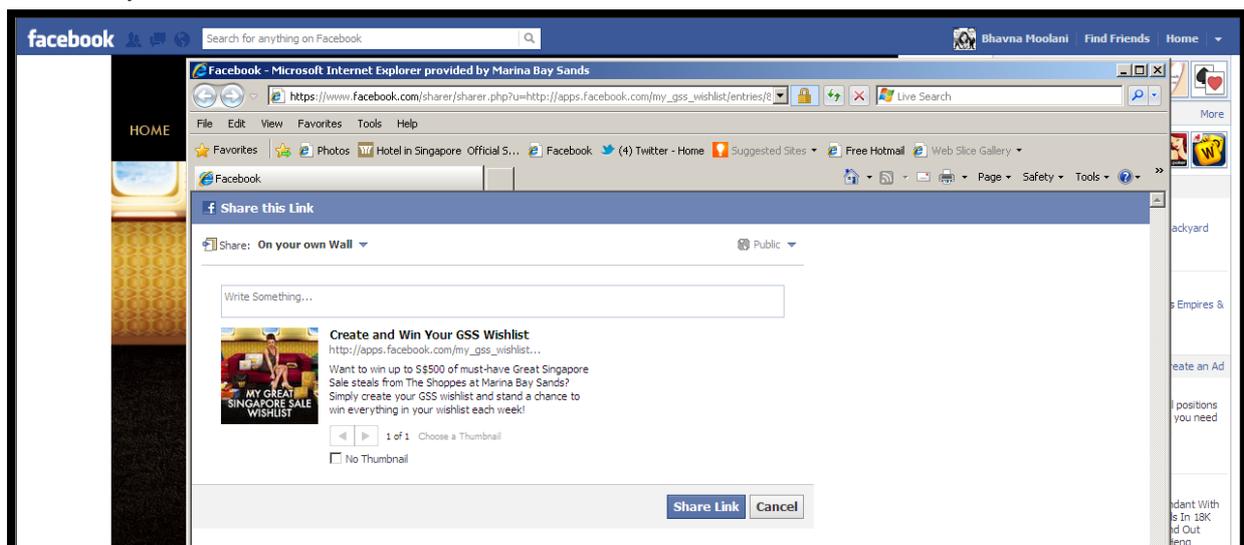
Complete your entry by filling up your details. Give your wishlist a captivating title and description to encourage other Facebook users to vote for your look!



Need inspiration? Check out what other users have created!
You can vote for your favorite looks too by clicking on the 'Vote' button on the wishlists. The wishlists with the highest number of votes per week will be featured at the top of the Gallery



Last but not least, don't forget to share My GSS Wishlist with your Facebook friends and get them to VOTE for your wishlist!



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 ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit www.marinabaysands.com