

## **Terms and Conditions of MCL Cinema's Year-round Movie Ticket Offer and Free Upgrade Offer:**

1. MCL Cinema's 10% discount on regular-priced movie tickets (the "Discount Offer") and Free Upgrade Offer (collectively called the "Offers") are applicable to holders of BEA Credit Card and co-branded/affinity cards (the "Cardholder" of "BEA Credit Card"), while holders of BEA JCB PLATINUM Card, BEA Prepaid Card, BEA Travellers Card, BEA Renminbi Credit Card, and BEA CUP Dual Currency PLATINUM Credit Card are excluded.
2. The Offers are not applicable to "The Grand Cinema" and "4D Cinema and Aviation and Discovery Centre".
3. The Discount Offer is valid from 10th March 2010 to 31st March 2011, both days inclusive while the Free Upgrade Offer is valid from 1st April 2010 to 31st March 2011, both days inclusive.
4. The Discount Offer is applicable to Cardholders who purchase any regular-priced matinee or night show movie tickets at any MCL Cinema box office with BEA Credit Card and is not applicable to tickets sold for HK\$35 or less and all shows on Tuesdays.
5. Cardholders can only enjoy the Discount Offer for a maximum of 4 movie tickets per transaction.
6. The Discount Offer is not applicable to digital 3D movies and movies with special engagements with film distributors as announced by MCL Cinema. Please call 2418 8841 during office hours (9:00 a.m. - 6:00 p.m. from Monday to Friday) or approach a member of the cinema staff for details.
7. Cardholders who purchase any movie tickets and small size combo set at the box offices of MCL Cinemas with BEA Credit Card, the combo set will be upgraded to medium size combo set free-of-charge ("Free Upgrade Offer"). Cardholders should redeem the medium size combo set (medium size soft drink and medium size popcorn) with the redemption coupon at the concession counter of the cinema on the day of the show.
8. The Discount Offer and Free Upgrade Offer cannot be used in conjunction with other offers, discounts, and/or cash coupons.
9. The Bank of East Asia, Limited ("BEA") makes no representation or guarantee as to the quality and availability of the products, services, and/or information provided by MCL Cinema. BEA shall not be liable for any matters arising from or in connection with the products, services, and/or information provided by MCL Cinema. Cardholders should direct relevant queries and/or complaints to MCL Cinema.
10. BEA and MCL Cinema reserve the right to vary or cancel the Offers and/or amend or alter these Terms and Conditions at any time without prior notice. In the event of any dispute, the decision of BEA and MCL Cinema shall be final and conclusive.
11. Should there be any discrepancy between the English and the Chinese versions of these Terms and Conditions, the English version shall apply and prevail.