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**INTRODUCING SINGAPORE'S FIRST EVER 21<sup>ST</sup> CENTURY  
EPSON MOVIE MOB DRIVE-IN EVENT**

**Never before organised fortnightly movie screenings promise to spice up  
Singaporeans' lives**

Singapore (9 July 2009) – Instead of paying exorbitant prices to catch a movie in the theatres, Singaporeans can now watch some of the best-loved Hollywood blockbusters in the comfort of their own motor vehicles for free. Initiated by Ape Communications, managed by Ape Productions and sponsored by Epson, *Epson Movie Mob Drive-In* is a fortnightly movie screening series that aims to re-create a nostalgic experience of days long gone.

The first screening will premiere on 18 July (Saturday). Drivers and their passengers will watch the movie on a projector screen the size of two double-decker buses, and enjoy clear and crisp audio from speakers just centimetres from them. All they need to do is simply tune in to the right channel on their vehicle's FM receiver.

The *Epson Movie Mob Drive-In* will be held fortnightly. Endorsed by the Singapore Tourism Board as part of the "2009 reasons to enjoy Singapore" campaign, this event will also take place in some of Singapore's more centralised and well-known parks.

But to retain a sense of unpredictability and excitement, *Epson Movie Mob Drive-In's* movie-goers will only be informed of the location and movie title 72 hours and 48 hours respectively before the screening day via SMS, email or when they visit the [official website](#).

*Epson Movie Mob Drive-In* is co-sponsored by Nissan, and is partnering with several local organisations, like Passion Card, Coca Cola, ZO Card and K1 Motorsport Singapore, to raise the profile of this event. Mainly I Love Kids (MILK) will be the event's official charity beneficiary.

Be it young or old, just drive-in and be part of Singapore's history books. And amidst this tough economic climate, it is certainly good to know that there are still some things in life that are really free.

For more information about the *Epson Movie Mob Drive-In*, please visit <http://www.moviemob.sg>  
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## **ABOUT APE COMMUNICATIONS**

Established in 2003 as a communications agency, Ape Communications (Ape) comprises a bunch of business people, designers and creative professionals. The company constantly explores what makes visual communication tick and searches for new media and technologies to create amazing work for its clients. Ape handles anything from company switchboard messages to point-of-purchase displays, traditional print, broadcast advertising, and digital and new media. Some of its notable clients include Esplanade, Epson, Google and the Singapore ZOO.

Goto [www.ape.sg](http://www.ape.sg) for more information.

## **ABOUT EPSON SINGAPORE**

Epson Singapore is a wholly owned subsidiary of Seiko Epson Corporation, Japan. As the Regional Headquarters of Seiko Epson Corporation, Epson Singapore handles sales and marketing of information-related equipment such as printers, scanners and projectors, electronic devices including semiconductors, LCDs and crystal devices, and system devices in Singapore, Malaysia, Thailand, Indonesia, Philippines, India, Australia and New Zealand.