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CITY DEVELOPMENTS LIMITED

FOR IMMEDIATE RELEASE

Barbie™ Rocks City Square Mall this June School Holidays!

City Square Mall targets families as Barbie™ themed events take centrestage for Great Singapore Sale 2012

Singapore, 15 May 2012 – The world's most popular fashion doll heads over to City Square Mall for the Great Singapore Sale (GSS) from **26 May to 24 June 2012!** Family fun gets fashionable for the school holidays as City Square Mall promises lots of excitement with Barbie™-themed character shows, makeovers, art and crafts workshops and more! Additionally, shoppers can receive an exclusive Barbie™ umbrella when they spend a minimum of \$200* during GSS, or stand a chance to win one of five limited edition Barbie® collector dolls including Kate Spade Barbie®, Vera Wang Barbie®, Titanic Barbie®, James Bond Gift Set® and Harley Davidson Barbie® as a grand prize!

Fans of Barbie™ should head over to City Square Mall to catch the **Barbie™ I Can Be™... Rock Star Mini Concert**, an inspiring show about Barbie™ overcoming her fears to become a rock star. Little girls can step into her shoes (literally!) at the **Barbie™ Makeover and Photo Shoot**, where they can dress up in Barbie™ costumes for a photo-taking session and bring home their instant photo. Children will also be encouraged to get creative during the **Design Your Own Rock Star Outfit** workshops, where they can learn how to create a simple rock star outfit using recycled cloth. Families looking to buy the latest Barbie™ merchandise can also check out the atrium sale by METRO with up to 70% discount on Barbie™ apparel and shoes.

Details of City Square Mall's Great Singapore Sale events and activities:

1. Barbie™ I Can Be™... Rock Star Mini Concert / Meet & Greet

Children can sing and dance along with Barbie™ as well as gain a better understanding of the environment through the eco messages in the show. Shoppers can redeem a pass to the Meet & Greet before the show, with a minimum spending of \$50* (40 passes per session).

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Date: 2 – 10 June 2012

Character Show Time: 7pm (Monday - Friday)

1pm, 4pm & 7pm (Saturday & Sunday)

Meet & Greet Time: 4pm & 7.30pm (Monday - Friday)

1.30pm, 4.30pm & 7.30pm (Saturday & Sunday)

Venue: Level 1 Atrium

2. Barbie™ Makeover and Photo Shoot

With a minimum spending of \$50*, parents can redeem a free makeover session for their kids to dress up in Barbie™ costumes for a photo-taking session!

Date: 16 – 24 June 2012

Time: 11am - 8pm

Venue: Level 1 Atrium

3. Design Your Own Rock Star Outfit

Using recycled materials, kids will be taught how to create a simple outfit for rock stars in this arts and craft workshop!

Date: 26 May – 24 June 2012 (Saturdays & Sundays only)

Time: 5pm

Venue: Level 1 Atrium

4. Barbie™ Fashion & Accessories Fair

Fans of Barbie™ can browse through a wide selection of Barbie™ merchandise with up to 70% discount on apparel and shoes at the METRO Barbie™ Fair.

Date: 1 – 10 June

Venue: Level 1 Atrium

City Square Mall's Great Singapore Sale Promotions

To take part in City Square Mall's GSS lucky draw, shoppers can get one chance for every \$50^* spent at the mall. There will be five Grand Prizes which consists of a Barbie® collector doll (Kate Spade Barbie®, Vera Wang Barbie®, Titanic Barbie®, James Bond Gift Set®, Harley Davidson Barbie®) and \$150 METRO shopping vouchers each. There are also 20 Consolation Prizes of \$100 METRO shopping vouchers to be won during the GSS

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period. In addition, shoppers can redeem a limited edition illustrated Barbie™ umbrella with a minimum spending of \$200* (\$250 if inclusive of NTUC FairPrice receipts).

City Square Mall offers free shuttle bus services from six convenient locations – Toa Payoh, Novena and Lavender throughout the week, as well as Boon Keng, Bendemeer and Kallang Ave on weekdays. The bus schedule is available at www.citysquaremall.com.sg.

On weekdays (except public holidays), shoppers can enjoy free parking worth \$3 with a minimum spending of \$50*, on top of free lunch time parking from 12.00pm to 2.30pm.

**Maximum of 10 chances per shopper per day.*

**Maximum of 3 same-day combined receipts. Limited to 1 redemption per shopper per day, regardless of total amount spent. Other terms and conditions apply.*

About City Square Mall

City Square Mall is Singapore's first eco-mall, located at the junction of Serangoon Road and Kitchener Road. Owned and managed by City Developments Limited, the mall has some 200 tenants that cater to the lifestyle needs of everyone in the family. Connected to Farrer Park MRT station, City Square Mall is one of the largest malls in Singapore with 700,000 sq ft of gross retail space, offering the perfect setting for the community to meet, shop and play while acquiring an eco-learning experience.

City Square Mall is Singapore's first shopping mall to be awarded the Green Mark Platinum Award by the Building and Construction Authority (BCA) of Singapore. It has also received the prestigious Excellence Award under the Shopping Mall Category in the Businesses for Families Council's (BFC) 'We Welcome Families' Awards 2011. In May 2011, the mall received two additional awards – the FuturArc Green Leadership Award 2011 for Commercial Architecture and the FIABCI Prix d'Excellence Awards 2011 (Runner-up in the Retail category). City Square Mall was also awarded first runner-up for the Energy Efficiency Competition (New and Existing category) at the 2011 ASEAN Energy Awards. For its efforts to reduce packaging waste under the Singapore Packaging Agreement (SPA) initiated by the National Environment Agency (NEA), City Square Mall won a distinction award in the 3R Packaging Awards 2011.

For more information on City Square Mall, please visit www.citysquaremall.com.sg

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