



**For immediate release
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NEWS RELEASE

**JCube celebrates official opening by giving back to community
*Mall welcomes an average of 1.3 million shoppers a month
– double that of former Jurong Entertainment Centre***

Singapore, 1 December 2012 – The newest mall in Singapore’s West, JCube, celebrates its official opening today by giving back to the community that it serves. Located close to the Jurong East MRT and bus interchanges, the ultra-hip entertainment-focused mall in Jurong East was officially opened by Dr Amy Khor, Minister of State, Ministry of Health and Ministry of Manpower, and Mayor of South West District this morning. To mark its official opening, JCube raised S\$15,000 for voluntary welfare organisation Students Care Service (“SCS”) and hosted 50 underprivileged students to a free skating session.

JCube takes the place of the old Jurong Entertainment Centre. From just 650,000 shoppers a month at Jurong Entertainment Centre, JCube has seen the number of shoppers double to 1.3 million a month since its soft opening in April 2012. The youth- and family-oriented 210,000 square feet mall is home to Singapore’s first Olympic-size ice rink, the only IMAX theatre in the suburbs and new-to-market retailers such as Japanese lifestyle store Francfranc, New York fashion brand Baby Phat and Swiss label TALLY WEiJL.

Reinforcing the role that JCube plays within its community, the mall raised the money for SCS through several initiatives. S\$5 was donated to SCS for every photo submitted featuring a smile in ‘Share A Smile’. All photos have been collated into a giant montage on display at JCube’s JStage (Level 5). The other is an online auction for Kai Kai & Jia Jia Eco Bags autographed by celebrities Edmund Chen, Xu Bin and Kimberly Chia. These are also currently on display at JStage.

Ms Morene Sim, Executive Director, SCS, said, “We are immensely encouraged by JCube’s “business with a heart” approach. As the management celebrates the official opening of JCube, it is also sharing its joy with the community, in particular, by raising \$15,000 for Students Care Service, a charity organisation serving disadvantaged children and youth. The funds raised will go towards supporting our financial assistance scheme and our Youth COP, which is a positive youth development programme.”

JCube continues to play its part for the community through the charity sale of Kai Kai & Jia Jia Eco Bags. \$10 from each purchase goes to President's Challenge 2012 children beneficiaries, which include SCS.

Dr Khor said, "JCube, a retail, entertainment and leisure centre, is among the first of many new commercial developments that will make up the Jurong Regional hub which is part of the Jurong Lake District Master Plan. I am happy that JCube together with its owner CapitaMall Trust has sought to be a socially responsible corporate citizen in the community right from the start. As part of its official opening, JCube has raised \$15,000 for Students Care Service to help around 200 students and their families with financial assistance and mentoring programmes. We look forward to further collaborations with JCube to reach out to the vulnerable and needy in the community and help improve their lives even as Singapore continues to progress."

To celebrate the official opening of JCube, a series of special promotions will be held today. Shoppers can look forward to special buys every hour from 12 noon to 7 pm. Those who spend S\$120 (\$90 for CapitaCard/CAPITASTAR members and JCube's Facebook fans) can redeem a \$5 CapitaVoucher or a free ice skating pass.

At The Rink, the first-ever Disco Night on a Saturday will take place tonight at 9.45 pm. Of special note is a dedication feature, where shoppers and skaters can pre-dedicate songs to be played during Disco Night. Dedications can be made through Facebook and Twitter.

Ms Callie Yah, General Manager of JCube, said, "We are glad to mark JCube's official opening by working with Students Care Service to bring a new experience to their beneficiaries and give back to the community that we serve. We recognise JCube's role in the community and look forward to JCube continuing to play an active and central role here, while working closely with our retailers to stay relevant to our shoppers."

About JCube

Nestled in the heart of the up and coming Jurong Lake District, JCube is an ultra-hip mall with Singapore's only Olympic-size ice rink and IMAX cinema in the suburbs. The mall boasts a unique faceted façade inspired by an ice cube, reflecting natural light by day and sparkling by night. JCube has been awarded the Building and Construction Authority's highest green accolade – Green Mark Platinum – for its environmentally friendly features.

Located close to Jurong East MRT interchange and bus interchange, JCube, which replaces the former Jurong Entertainment Centre, has a net lettable area of 210,000 sq ft in its five levels of retail, dining and entertainment options. There are two levels of basement parking and a rooftop terrace-cum-event space on Level 5, called JStage. With its new-to-market brands and extended dining options, JCube is set to be the preferred leisure and entertainment destination for youth, PMEBS and residents who live and work in Singapore's West.

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