



For Immediate Release

**Press Release
July 4th 2007-07-04**

**One-of-a-Kind International Live Music Venue Comes
To Singapore's Clarke Quay**



Singapore, 26th June 2007 — The Arena Entertainment Pte Ltd is proud to announce the highly anticipated opening of The Arena, at Clarke Quay - a brand new International Live Music Entertainment (LIME) venue.

Located at the heart of the booming Clarke Quay district and spread over a sprawling 10,000-sq.ft area, The Arena will be the latest mega-club to open its doors. In terms of size, this will make The Arena the second largest venue in the area. The Arena will give Singaporeans, expatriates and tourists alike, the chance to enjoy a new nightlife experience in Singapore.

Exquisitely designed by a renowned US interior designer from consultancy firm Metaphor, a whopping S\$3 million has been spent on making The Arena into an unforgettable night entertainment destination. With a distinctive and ultra-modern chic gothic look, the black and velvet colour treatment throughout adds to the super-cool and sophisticated feel of the venue.

To create mass buzz and awareness of The Arena in Singapore and throughout the region, a further S\$10 million will be invested in the creation of an integrated marketing campaign, operations, and a star-studded line-up of international entertainers over the next three years.

After a year-long global hunt for the hottest live acts, The Arena Entertainment Pte Ltd has hand-picked and confirmed a stunning line-up of performers from countries including the UK, US and Australia as well as the US.

THE ARENA ENTERTAINMENT PTE LTD
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At The Arena, the sophisticated and innovative lighting, staging and sound equipment in place will make patrons feel like in a live concert venue. Combined with acts decked out in exuberant costumes, Arena customers will be blown away by not just performances, but dazzling live spectacles.

Opening its doors on 29th May 2007, with live acts set to hit the centre stage on 1st June 2007, The Arena is expected to attract 90,000 customers in the first 3 months of operations and become a brand name synonymous with world-class live music.

As well as being Singapore's hotspot for international live music, The Arena offers a wide range of beers, wines, spirits and champagne, making it the ideal choice for evening chill-outs with friends and casual business meetings while enjoying the live music.

Female music lovers will be able to let their hair down and party the night away at The Arena every Wednesday night with free admission and 2 free drinks! One will be spoilt for choice with the huge selection of specially-priced beers, spirits, cocktails and wines available at the bar throughout the week during the Happy Hours (7pm - 10pm). What's more, The Arena offers special 1-For-1 bottle promotions which are available from every Thursday to Saturday (from 10pm onwards).

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The sheer size of The Arena also makes it the perfect venue for events and product launches. And as enquiries for such have been flooding in even before the opening, The Arena's management team is expecting it to become a popular venue for corporate events press conferences, studio filming, hen nights birthdays and meetings.

Some Details about the Band

1. Madison (From the UK at The Arena from August 1st – 23rd of September)

Hailing from the UK, Madison is an energetic 5-piece musical powerhouse that is impossible to pigeonhole. With a live set that is made up of gorgeous pop, rock, funk and soul nuggets, you can look forward to covers of classics by the likes of Sheryl Crow, The Beatles, U2, Franz Ferdinand, Elvis Presley, Queen and George Michael.

The band has played alongside some of the UK's biggest musicians including Rod Stewart, Fame Academy and Joss Stone. They have also worked at what many consider to be the most famous recording studio in the world - London's legendary Abbey Road Studios.

As this will be Madison's first performance at The Arena at Clarke Quay, the band has promised "a unique set that will cater to all tastes" and "an addictive live music experience."

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2. ENIGMA (Singapore – house band at The Arena until October)

Comprising of 6 multi-talented performers, home grown band ENIGMA is quickly making a name for itself on the Singapore live music circuit. Whether it's dance, pop, world-music, R&B, rock or reggae, ENIGMA are able to switch from genre to genre and surprise crowds with energetic and unforgettable sets.

Front liners Alan and Shahmila are both recognized and respected figures in the local music industry. While Alan rocks the stage with his strong stage presence, Shahmila complements him perfectly with her beautiful voice and gyrating hips that never seem to stop moving.

Backed by 4 highly talented musicians – Eddy (guitar), Bai (bass), Emi (keyboards) and Mel (drums), ENIGMA are now ready to electrify the stage at The Arena and leave partygoers begging for more.

Music Programme for the Next 8 weeks:

9pm - Enigma

10pm - Madison

11pm - Enigma

12am - Madison

1am - Enigma

2am - Madison

For more info please got www.thearenalive.com.sg, or www.madisonuk.com