

FOR IMMEDIATE RELEASE

***THE GHOST BRIDE*, STARRING KIM CHIU, PREMIERES
EXCLUSIVELY ON IFLIX**

Fresh out of cinema, the Chito Roño-directed horror flick digs deep into the mysterious Chinese tradition of ghost weddings and premieres exclusively on iflix

MANILA, January 12, 2018 – iflix, the world's leading entertainment service for emerging markets, is thrilled to premiere Star Cinema's latest horror hit, *The Ghost Bride*. From today, iflix subscribers in the Philippines will be able to stream and download Chito Roño's latest chilling blockbuster, just two months following its cinematic release – exclusively on iflix.

The Ghost Bride revolves around a mysterious Chinese tradition called a ghost wedding. Kim Chiu plays Mayen, a young woman trying to save her family home and take care of her ailing father. In return for a huge sum of money, she speaks to a Chinese matchmaker (Alice Dixon) and agrees to become a 'ghost bride' to a wealthy but deceased Chinese man. But when the dead man's ghost endangers Mayen's family and loved ones, Mayen has to find a way to save her family, and ultimately, herself.

The Ghost Bride is Star Cinema's third exclusive feature film on iflix. The film is also the third time Kim has worked with veteran film director Chito Roño, and is the actress' first-ever leading film role. It also stars Matteo Guidicelli, Christian Bables, and Ina Raymundo.

iflix Philippines Head of Content, Marketing and Operations, Georgette Tengco said: "The release of *The Ghost Bride* on iflix is a continuation of our commitment to provide our viewers with content that is fresh and in tune with what our subscribers want to watch. It is a good way to start our 2018, as we head towards increased hyper-localization of the content we offer on iflix."

Now available to over one billion consumers across 24 territories throughout Asia, the Middle East and Africa, iflix has established itself as the clear market leader in video streaming. Offering consumers a vast library of top Hollywood, Asian and Middle Eastern regional, and local TV shows and movies, including many first run exclusives and award-winning programs, each subscription allows users to access the service on up to five devices, including phones, laptops, tablets, and television sets, for viewing wherever, whenever.

ABOUT IFLIX



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Let's play.

iflix is currently available to consumers in Malaysia, Indonesia, the Philippines, Thailand, Brunei, Sri Lanka, Pakistan, Myanmar, Vietnam, the Maldives, Kuwait, Bahrain, Saudi Arabia, Jordan, Iraq, Lebanon, Egypt, Sudan, Cambodia, Nigeria, Kenya, Ghana, Nepal and Bangladesh.

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