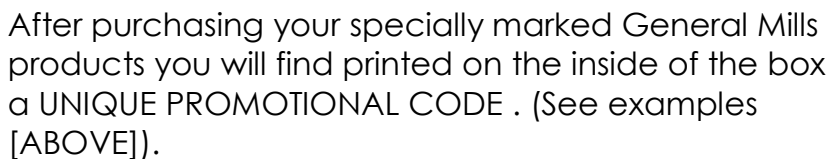


The following is a guide that will walk you through redeeming your promotional code found on your specially marked General Mills product:



PLEASE READ YOUR OFFER DETAILS and TERMS CAREFULLY!

# STEP 1 – GO TO THE SITE

You may begin the process by visiting <http://www.cineplex.com/generalmills> and clicking "Get Tickets Now!".

This promotion can only be redeemed online. You will be re-directed to Cineplex.com so that you may select your preferred location / showtime.

The banner features the General Mills logo at the top, followed by the text "FREE SUMMER MOVIE TICKET!" in large, bold, yellow and orange letters. Below this, it says "WE'VE PARTNERED WITH CINEPLEX TO MAKE IT HAPPEN". A smaller line of text reads: "Make sure you have your code(s) handy and click on the Get Tickets Now button to get your free movie tickets. Come back as often as you like with your NEW code(s)." Below this, it states "Free Movie Offers Valid July 1st-October 30th, 2014".

The main body of the banner displays six product categories, each with a "BUY 1 TICKET, GET 1 FREE" offer:

- Cheerios**: BUY 1 TICKET, GET 1 FREE™ GENERAL ADMISSION
- Lucky Charms**: BUY 1 TICKET, GET 1 FREE™ CHILD ADMISSION
- Source**: BUY 1 TICKET, GET 1 FREE™ GENERAL ADMISSION
- Crunch**: BUY 1 TICKET, GET 1 FREE™ GENERAL ADMISSION
- Fruit & Yogurt**: BUY 1 TICKET, GET 1 FREE™ CHILD ADMISSION
- Helper**: GET 1 FREE™ GENERAL ADMISSION

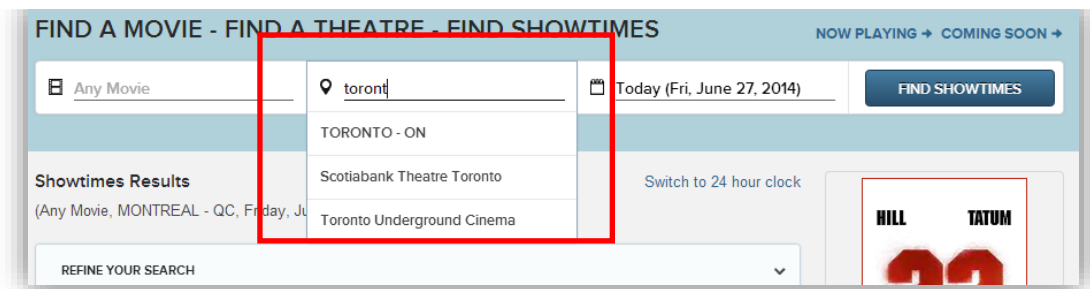
Below the product categories, there is a red button labeled "HOW TO REDEEM YOUR CODES" and a green button labeled "GET TICKETS NOW!".

At the bottom, there is a collage of various General Mills products, including boxes of Cheerios, Lucky Charms, Source, Crunch, Fruit & Yogurt, and Helper, along with a movie clapperboard and film reels.

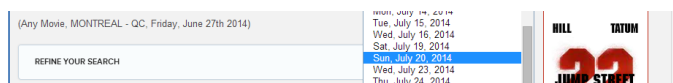
©Cineplex Entertainment LP or used under license.™  
™ Offers found on specially marked packages of General Mills products. While supplies last. Offer has no cash value. Offer available for Canadian addresses only. All offers are applicable for Sunday through Thursday admission only. Promotion ends October 30th, 2014. See Terms & Conditions for full details.  
™ Trademarks of General Mills. ©2014 General Mills.  
WEIGHT WATCHERS and PointsPlus are registered trademarks of Weight Watchers International, Inc. and used with permission.  
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(France) used under license/exploitées sous licence.

## STEP 2 – FIND YOUR CITY

Begin typing in your city. A list will begin to populate as you type. Click on the city. Once your city has been selected, click on **[FIND SHOWTIMES]**.

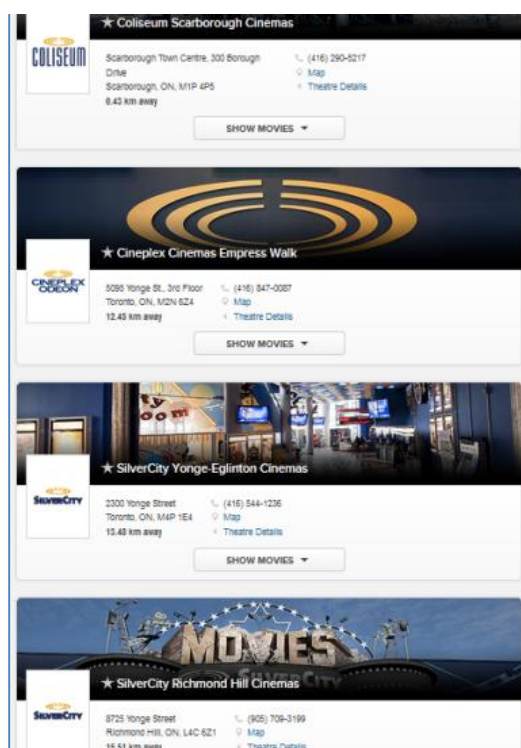


You may change the date you would like to visit by clicking on the drop down menu. Once you have selected your new date, click **[FIND SHOWTIMES]** to update the list.



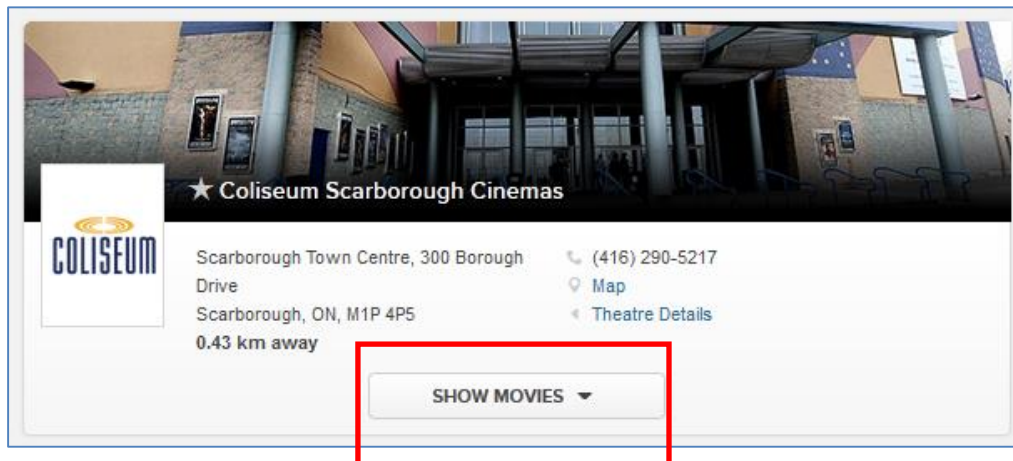
## STEP 3 – SELECT YOUR PREFERRED THEATRE

Once you have selected your city, you will see a list of nearby theatres. Locate your preferred theatre.

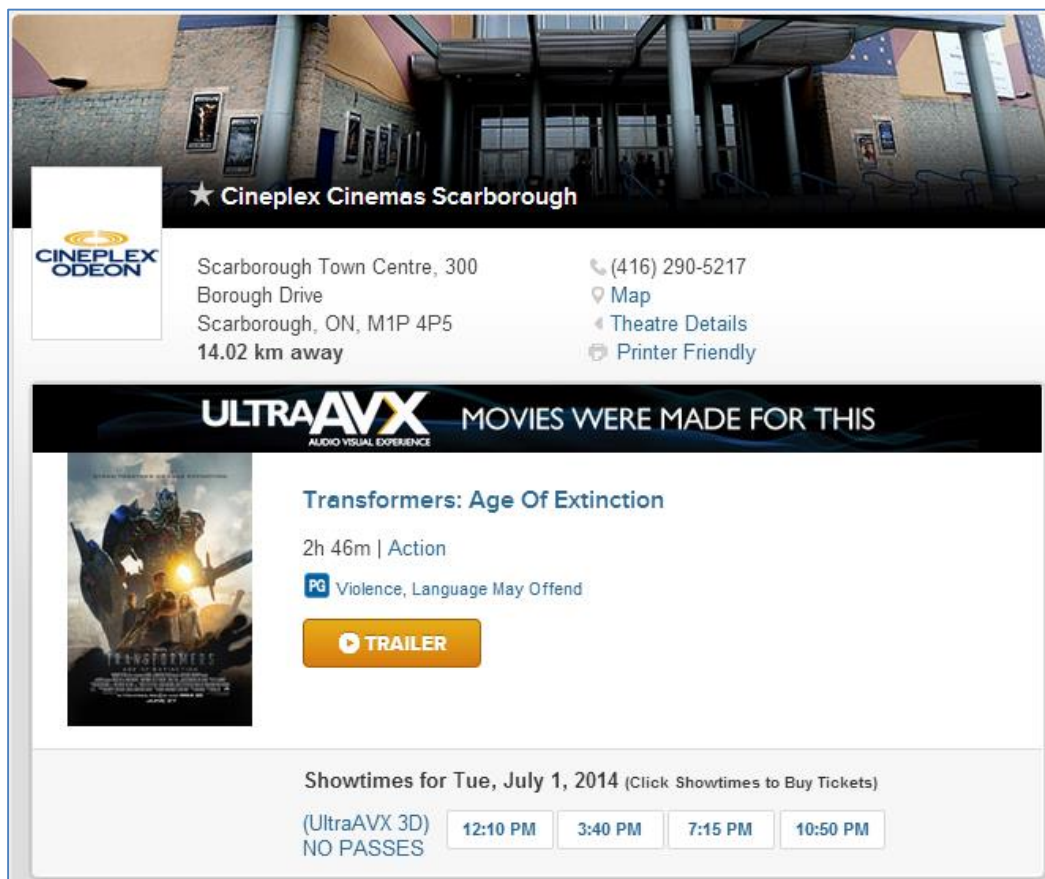


## STEP 4 – SELECT YOUR PREFERRED FILM & SHOWTIME

After you have decided on the date and theatre, locate the film you would like to see at your theatre. You may need to click [SHOW MOVIES] to see the available films at your chosen theatre.



Select the showtime you would like to attend by clicking on the options that are available. [i.e.] 1.30pm / 4:30pm / 7:35pm / 10:45pm.



## STEP 5 – BEGINNING THE PURCHASE PROCESS

You will be prompted to sign into your Cineplex and SCENE account information. If you do not have a Cineplex or SCENE account, please click [**PROCEED**].

1 SCENE2 DETAILS3 SEATS4 CONFIRM ORDER5 PAYMENT6 ORDER COMPLETE

Showtime Information

4:58

Transformers: Age Of Extinction (PG) - UltraAVX 3D  
CPX Scarborough - Aud 11  
Tuesday 1 July 2014  
12:10PM

CHANGE SHOWTIME

TUESDAY  
JULY  
1

OPTIONAL - SCENE Members Earn And Redeem Points*i*

SCENE Card Number

MANAGE SCENE CARDS

First and Last Name on SCENE Card

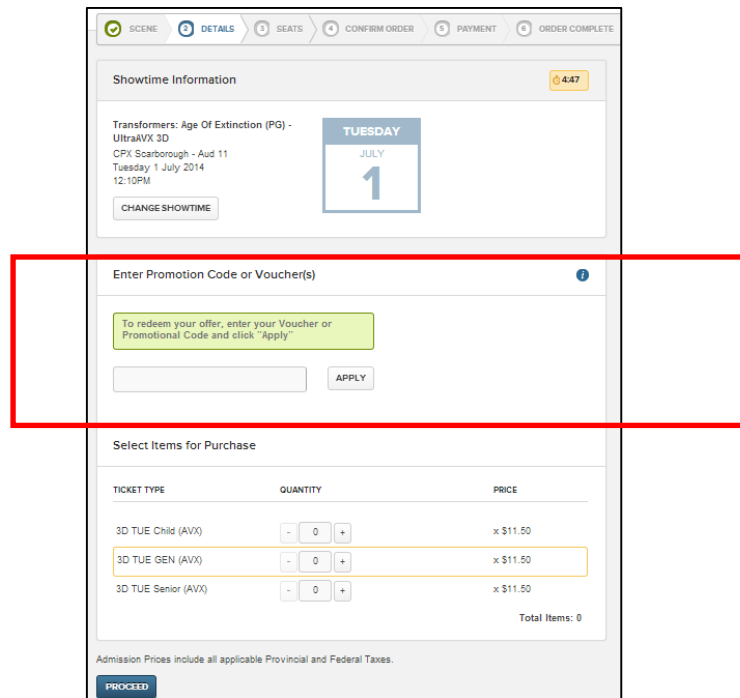
OPTIONAL - Earn Points On Additional SCENE Cards*i*

+ Add more SCENE cards here

PROCEED

## STEP 6 – ENTERING IN PROMOTIONAL CODE

Please enter in your promotional code FIRST.



The screenshot shows a movie booking interface with a progress bar at the top: SCENE, DETAILS, SEATS, CONFIRM ORDER, PAYMENT, ORDER COMPLETE. The 'DETAILS' tab is active. Under 'Showtime Information', it lists 'Transformers: Age Of Extinction (PG) - UltraAVX 3D' at 'CPK Scarborough - Aud 11' on 'Tuesday 1 July 2014' at '12:10PM'. A calendar icon shows 'TUESDAY JULY 1'. Below this is a red-bordered box containing the 'Enter Promotion Code or Voucher(s)' section. It has a text input field and an 'APPLY' button. A green message box says: 'To redeem your offer, enter your Voucher or Promotional Code and click "Apply"'. Below the box is the 'Select Items for Purchase' table.

TICKET TYPE	QUANTITY	PRICE
3D TUE Child (AVX)	- 0 +	x \$11.50
3D TUE GEN (AVX)	- 0 +	x \$11.50
3D TUE Senior (AVX)	- 0 +	x \$11.50

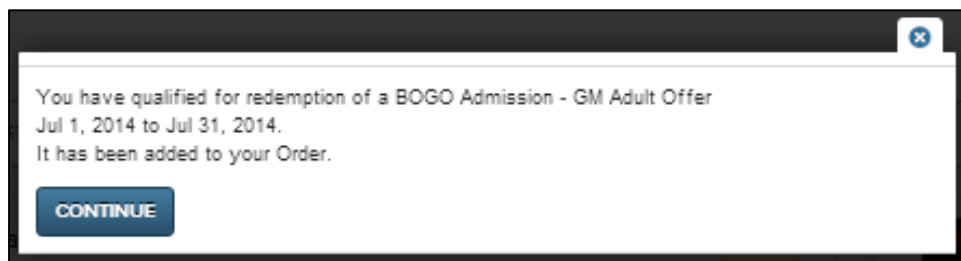
Total Items: 0

Admission Prices include all applicable Provincial and Federal Taxes.

PROCEED

Enter in your  
unique  
PROMOTIONAL  
code and click  
[**APPLY**]

The page will load and go dim. A box will appear to confirm the redemption you are applying to your order. Click [**CONTINUE**].



The screenshot shows a modal box with a close button (X) in the top right corner. The text inside reads: 'You have qualified for redemption of a BOGO Admission - GM Adult Offer Jul 1, 2014 to Jul 31, 2014. It has been added to your Order.' At the bottom is a blue button labeled 'CONTINUE'.

## STEP 8 – SELECTING TICKETS

After entering in your promotional code you will need to select your desired number of tickets for the show under the “Select Items for Purchase” section.

Once you select your desired number of admission tickets, you will see that the **[TOTAL ITEMS]** at the bottom right corner has changed to reflect the number of tickets you'd like for the show.

Please note that if you are redeeming a 2-for-1 Offer (Buy One Get One) you only need to select one paid admission for each 2-For-1 Offer you are redeeming.

The screenshot displays a multi-step purchase process. At the top, a progress bar shows steps from SCENE to ORDER COMPLETE. The 'DETAILS' step is active.

**Showtime Information:** Transformers: Age Of Extinction (PG) - UltraAVX 3D, CPX Scarborough - Aud 11, Tuesday 1 July 2014, 12:10PM. A calendar icon shows TUESDAY, JULY 1. A 'CHANGE SHOWTIME' button is present.

**Enter Promotion Code or Voucher(s):** A text input field with an 'APPLY' button. A green banner reads 'ENJOY THE SHOW! • BON CINÉMA!'. Below, 'Applied Promotion Code or Voucher(s):' lists 'General Mills - BOGO Admission - GM Adult Offer (PREMIUM PERFORMANCE):' with a quantity of 1, a value of x \$5.00, and a 'REMOVE' button.

**Select Items for Purchase:** A table with columns 'TICKET TYPE', 'QUANTITY', and 'PRICE'. The table lists three ticket types: '3D TUE Child (AVX)' (0), '3D TUE GEN (AVX)' (0), and '3D TUE Senior (AVX)' (1). The '3D TUE GEN (AVX)' row is highlighted with an orange border. The 'Total Items: 2' is shown at the bottom right of the table.

Below the table, a note states: 'Admission Prices include all applicable Provincial and Federal Taxes.' A 'PROCEED' button is at the bottom.

TICKET TYPE	QUANTITY	PRICE
3D TUE Child (AVX)	- 0 +	x \$11.50
3D TUE GEN (AVX)	- 0 +	x \$11.50
3D TUE Senior (AVX)	- 1 +	x \$11.50
		Total Items: 2

Click **[PROCEED]** and you will be prompted to confirm your purchase.



## STEP 9 – SUMMARY

An overview of your purchase will appear. You will notice on the TOP LEFT HAND side, there is a summary of the tickets that you ordered.

SCENE DETAILS SEATS **4 CONFIRM ORDER** 5 PAYMENT 6 ORDER COMPLETE

**Showtime Information** 4:57

Transformers: Age Of Extinction (PG) - UltraAVX 3D  
CPX Scarborough - Aud 11  
Tuesday 1 July 2014  
12:10PM

CHANGE SHOWTIME

**Ticket Information**

3D TUE GEN (AVX) 1 x \$11.50 = \$11.50  
Total Items 1

CHANGE TICKET QUANTITIES

**SEAT SELECTION**  
You have been allocated the following seat(s): G5

MODIFY SEAT SELECTION

**Redeem Cineplex Gift Card**

Gift Card Number:

PIN:

APPLY GIFT CARD

**TOTAL ITEMS: 1**

Subtotal:	\$11.50
Service Charge:	\$0.00
<b>TOTAL:</b>	<b>\$11.50</b>
<b>Balance Due:</b>	<b>\$11.50</b>

Admission Prices include all applicable Provincial and Federal Taxes.

If you have a balance to be paid in the “Balance Due” section, and you are using a Gift Card to pay for your purchase, you can enter the card number to apply amount. If not, you may skip the section.

**\*\*\*NOTE\*\*\* Surcharges for 3D, IMAX, VIP, VIP 3D, UltraAVX, UltraAVX 3D will be applied. (EXAMPLE) for a 3D film you will notice in the summary section:**

General Adm Offer: 1 x \$3.00 = \$3.00



## STEP 10 – COMPLETING TRANSACTION


To complete your transaction you will need to select a delivery method for your tickets, and complete payment for any charges.

Delivery Method


Email Address

Confirm Email Address

CHOOSE A TICKETING OPTION

 Pickup Using Mobile

☐ A Booking ID will be emailed to me. I will pick up movie tickets at a self-serve ticketing kiosk, or by scanning my barcode at a mobile pick up kiosk, or by presenting my Booking ID at the Box Office.





 Self-Print

☐ Movie ticket(s) will be emailed to me. I must PRINT my ticket(s) and take to the theatre for admittance.


Payment Options

For enhanced security this site participates in the Verified by Visa™ and MasterCard SecureCode™ payer authentication programs. Your credit card may be eligible or already enrolled in one of these programs, and your Credit Card Issuer may prompt you for your payer authentication password to complete your purchase. Any charges for this transaction will appear on your statement from cineplex.com. If your order includes only SCENE redemptions you will not be prompted for any payment.





CREDIT AND DEBIT CARD



PAYPAL



INTERAC ONLINE



AGREE TO TERMS & CONDITIONS

Details of your purchase are shown above. Verify the details now.

Ensure you have selected the correct Theatre, Movie/Performance, Date, Showtime, type of Tickets, and total number of Tickets.

If you are purchasing a SuperTicket, click [here](#) to review the terms and conditions.

Purchases are non-refundable.

☐ I Agree

PROCEED

You will need to enter in a Valid Email Address to receive your ticket confirmation.

You will also need to choose how to get your tickets by choosing a ticketing option:

- Pickup Using Mobile – You will be sent an e-mail with a Booking ID that you can use to pick up your tickets at the theatre by entering your Booking ID at a self serve ticket kiosk, scanning your Booking ID barcode at a mobile pick up kiosk, or presenting your Booking ID at the Box Office.
- Self-Print – You will be sent an e-mail with your tickets attached, which you must print and take to the theatre.

Agree to the Terms – and click **[PROCEED]** to enter your payment information.

A confirmation page will open, and a confirmation will be sent to the e-mail address provided.

# STEP 11 – TRANSACTION CONFIRMATIONS

Once you have completed your purchase, you will see a confirmation page and receive an e-mail with a confirmation of your purchase:



If you chose to print your ticket at home, the tickets for you to print and bring to the theatre will be included:



IF YOU EXPERIENCE ANY ISSUES, PLEASE CONTACT CINEPLEX ENTERTAINMENT.  
PHONE: 1-800-333-0061 option 8  
EMAIL: [guestservices@cineplex.com](mailto:guestservices@cineplex.com)

## ENJOY THE SHOW!