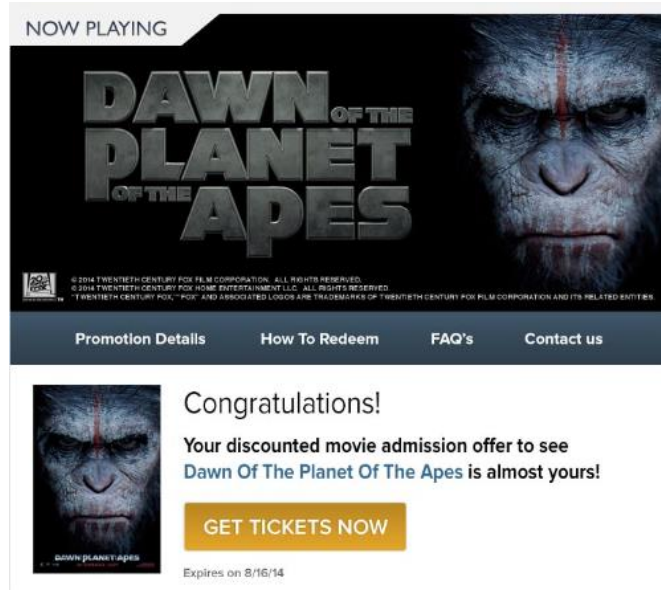


PROMOTION DETAILS – *Dawn of the Planet of the Apes*



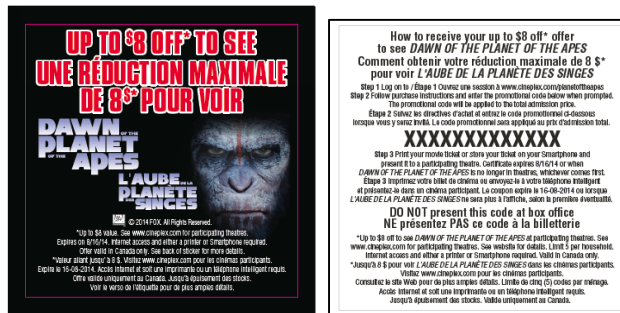
During the course of the *Dawn of the Planet of the Apes* promotion, consumers are offered a unique promotional code with the purchase of select DVD and Blu-ray products sold in retail locations in Canada. Each promotional code is valid for up to \$8 towards a movie admission to the theatrical release of *Dawn of the Planet of the Apes* at a participating Cineplex theatre location in Canada.

Promotional codes are printed on a sticker that affixed to select DVD and Blu-ray products. Promotional codes MUST be redeemed online at www.Cineplex.com/PlanetOfTheApes to see *Dawn of the Planet of the Apes* at a participating theatre. If the admission cost exceeds \$8, the consumer must pay the difference at the time the promotional code is redeemed using one of the approved payment methods. Consumers will receive a confirmation E-mail that will include a Booking ID if they choose mobile ticket pickup and their admission ticket if they choose to self-print. Consumers using mobile ticket pickup can pick up their tickets at their chosen theatre by going to a self-serve ticketing kiosk and entering their Booking ID, scanning their Booking ID barcode at a mobile pick up kiosk, or presenting their Booking ID at the Box Office. Consumers who choose to self-print must print their tickets that they receive by E-mail and bring them to the theatre.

Term of the Promotion:

The promotional codes are valid from July 8, 2014 until the earlier of either August 16, 2014 or when *Dawn of the Planet of the Apes* is no longer available in participating theatres. Admission tickets obtained by redeeming promotional codes are valid until *Dawn of the Planet of the Apes* is no longer available in participating theatres.

Voucher Image:



Terms and conditions:

The unique promotional code found on the sticker is **VALID ONLINE ONLY** at www.Cineplex.com/PlanetOfTheApes for up to eight dollars (\$8.00) off one admission purchased online to see *Dawn of the Planet of the Apes* only. Promo code valid from July 8, 2014 through the earlier of August 16, 2014 or when *Dawn of the Planet of the Apes* is no longer in theatres. Admission ticket valid until *Dawn of the Planet of the Apes* is no longer in participating theatres. One promotional code per transaction regardless of the number of tickets purchased. Each promo code and admission ticket is valid for one time use only. No cash or credit given on transaction where the total value of the \$8.00 offer is not redeemed. Not valid for Midnight Showings. An applicable surcharge will apply for IMAX®, UltraAVX®, UltraAVX® 3D, VIP Room admission, Digital 3D presentation, D-Box Seating or Reserved seating performance. Cannot be combined with any other promotion, coupon, voucher or special discount offer or non-feature film screenings and Front Row Centre™ events. Promotional code and admission ticket for which it is redeemed are **NOT** eligible to earn SCENE® points. Paid admission tickets in your order earn SCENE points as per standard earning terms. Limit of five promo codes per household. Offer cannot be redeemed for cash and is not valid for re-sale. **PROMO CODES AND TICKETS PURCHASED WITH THE PROMO CODES ARE NON-REFUNDABLE. NO TIME EXTENSIONS ARE ALLOWED. CONFIRM YOUR ORDER BEFORE PURCHASE. ADDITIONAL RESTRICTIONS MAY APPLY.®** Cineplex Entertainment LP or used under license.