ONLINE PROMOTIONAL CODE REDEMPTION

The following is a guide that will walk you through redeeming your promotional code found on the backside of the voucher given to you with your purchase at The Shoe Company:



THIS IS NOT YOUR MOVIE TICKET
Look below for your unique promo code

Visit www.Cineplex.com/theshoecompany
and follow the instructions to redeem
1 free Child Admission Movie Ticket
to see Disney's Frozen!

Offer valid between November 27 and December 31, 2013 only.

CINEPLEX

Tems and conditions:
This unique promo code is VALID ONLINE ONLY at www.Cineplex.com/theshoecompany
for up to not [1] free Child Admission ticket November 27, 2013 through December 31,
2013. One promo code per transaction, for one time use only. Total value of the offer is
not redeemed. Not valid for Midnight Showings. Void in Quebec. An applicable surcharge
per paid and/or free lickets in your order will apply for IMAX90, UltraAVX90, UltraAVX90
30, 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 Centro¹⁰⁶ events. Free Child Admission
tickets are NOT eligible to east SCENE® points. Paid admission tickets in your order
earn SCENE points as per standard earning terms. TICKETS ARE NON-REFUNDABLE
Office cannot be redeemable for each and are not valid for reseals. NOIN-REFUNDABLE
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Office cannot are an early and the province in which they reside. Offer not valid in Quebec.

UNIQUE PROMO
CODE

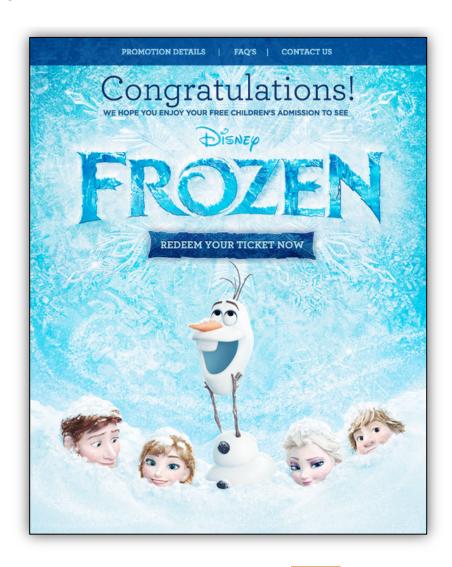
After making your purchase at The Shoe Company you will be given a voucher with a UNIQUE PROMOTIONAL CODE printed on the back. (See example [ABOVE]).

Please follow the instructions provided on the voucher.

PLEASE READ YOUR OFFER DETAILS and TERMS CAREFULLY!

STEP 1 - GO TO THE SITE

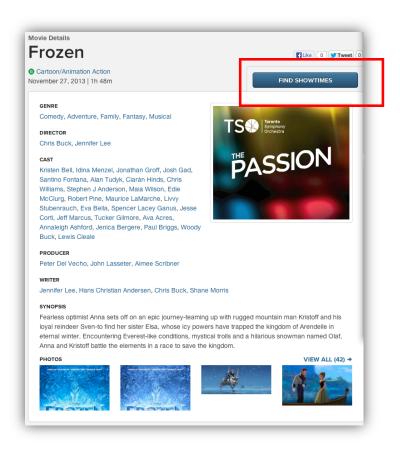
You may begin the process by visiting http://www.cineplex.com/theshoecompany and clicking "Redeem your ticket now".



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

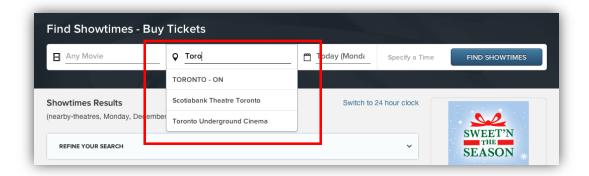
STEP 2 - FIND SHOWTIMES

Click on [FIND SHOWTIMES] to locate your theatre and pick your desired showtime.



STEP 3 - 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].



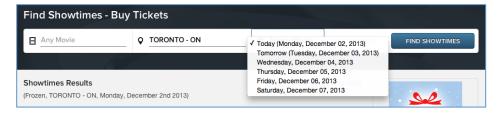
STEP 4 – SELECT YOUR PREFERRED THEATRE

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

theatre.



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.



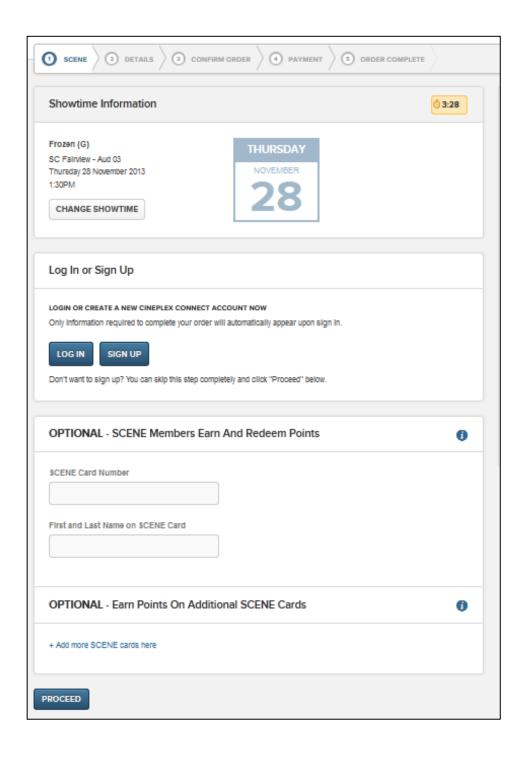
STEP 5 - SELECT YOUR PREFERRED SHOWTIME

After you have decided on the date and 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. Note you may need to click [SHOW MOVIES] to see the available showtimes.



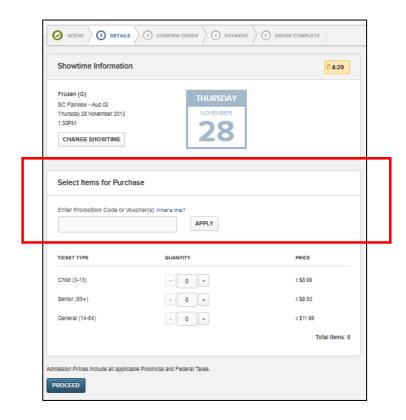
STEP 6 - BEGINNING THE PURCHASE PROCESS

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].



STEP 7 - ENTERING IN PROMOTIONAL CODE

Please enter in your promotional code FIRST.



Enter in your unique PROMOTIONAL code and click [APPLY]

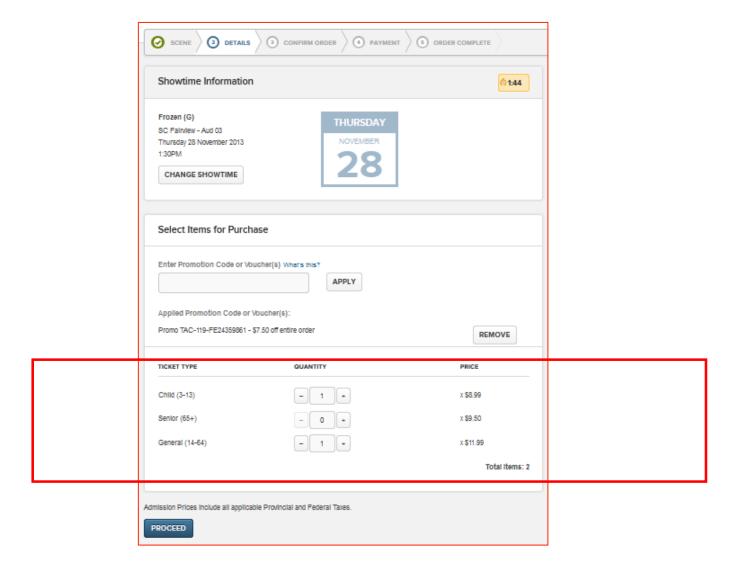
The page will load and go dim. A box will appear to confirm the redemption you are applying to your order. Click [CONTINUE].



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.

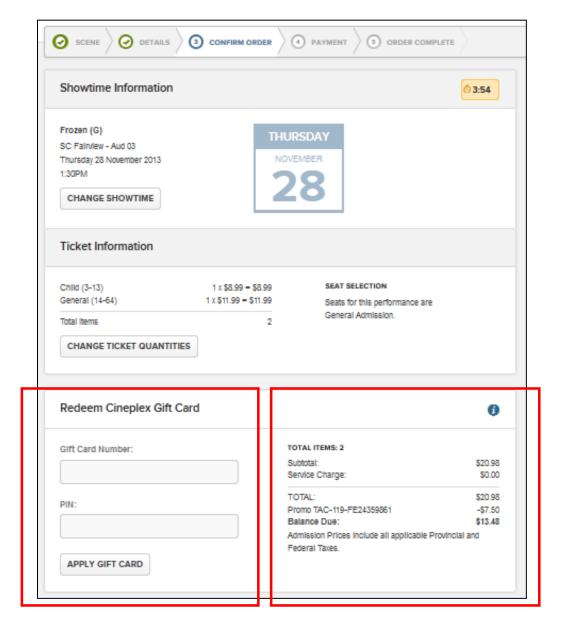
Once you select your desired number of admission tickets, you will see that the [TOTAL ITEMS] at the bottom right corner has changed to reflect the number of tickets you'd like for the show.



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.



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.

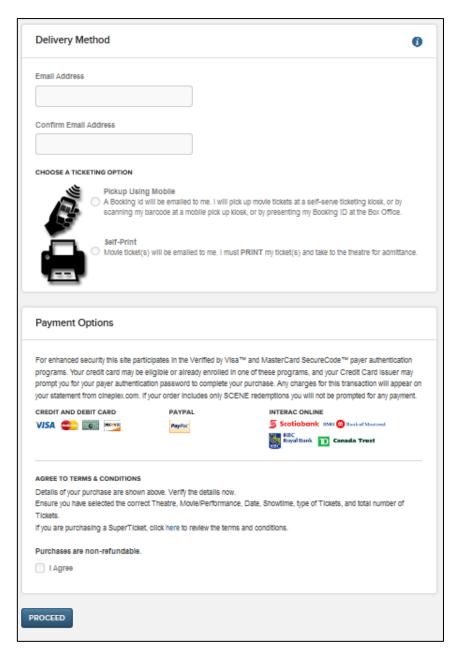
NOTE Surcharges for 3D, IMAX, VIP, VIP 3D, UltraAVX, UltraAVX 3D will be applied.

(EXAMPLE) for a 3D film you will notice in the summary section:

General Adm Offer: $1 \times \$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.



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

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 chose to pick up your ticket using mobile, the Booking ID for you to bring to the theatre on your mobile will be included instead of tickets:



IF YOU EXPERIENCE ANY ISSUES, PLEASE CONTACT CINEPLEX ENTERTAINMENT.

PHONE: 1-800-333-0061 option 8 EMAIL: guestservices@cineplex.com

ENJOY THE SHOW!