

PROMOTION DETAILS – WHITE HOUSE DOWN / ELYSIUM



During the course of the White House Down / Elysium promotion, consumers are offered a unique promotional code with the purchase of select Sony Home Entertainment DVD or Blu-ray products sold in retail locations in Canada. Each promotional code is valid for \$10.00 towards a movie admission to the theatrical release of EITHER WHITE HOUSE DOWN OR ELYSIUM at a participating Cineplex theatre location in Canada.

Promotional codes are printed on a 1.75" x 2.5" sticker that is affixed to select Sony Home Entertainment DVD or Blu-ray products. Promotional codes MUST be redeemed online at www.Cineplex.com/sonyoffer. Consumers who live in the provinces of New Brunswick, Nova Scotia, Newfoundland and Prince Edward Island will be mailed a movie pass or gift card by Cineplex with the value of \$10.00 redeemable at alternate theatre locations in those provinces.

Term of the Promotion:

The promotional codes are valid June 26, 2013 until the earlier of either October 30, 2013 or when either of WHITE HOUSE DOWN OR ELYSIUM is no longer available in theatres.

Sticker creative:

Terms and conditions:

The unique promo code found on the sticker is VALID ONLINE ONLY at www.Cineplex.com/sonyoffer for up to \$10 off to see either “White House Down” OR “Elysium” only. Valid from June 26 until the earlier of either October 30, 2013 or when the Movies are no longer in theatres. One promo code per transaction regardless of the number of tickets purchased. Each promo code is valid for one time use only. Not valid for Midnight Showings. Any cost above \$10 (including taxes) is the consumer’s responsibility. Payment may be made by debit card, credit card or Cineplex gift card. No cash or credit given on transaction where the total value is less than \$10. This offer cannot be transferred to another film or combined with any other promotion, coupon, voucher or special discount offer. Promo code is NOT eligible to earn SCENE® points. Paid admission tickets in your order earn SCENE points as per standard earning terms. Consumers who live in the provinces of New Brunswick, Nova Scotia, Newfoundland and Prince Edward Island will be mailed a movie pass or gift card with the value of \$10.00 redeemable at alternate theatre locations in those provinces. Limit of five promo codes per household. Offer cannot be redeemable for cash and are not valid for re-sale. TICKETS PURCHASED WITH THE PROMO CODE ARE NON-REFUNDABLE. NO TIME EXTENSIONS ARE ALLOWED. CONFIRM YOUR ORDER BEFORE PURCHASE. ADDITIONAL RESTRICTIONS MAY APPLY.

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