



**\*\*Media Advisory: Thursday, February 16, 2012\*\***

**Enlist Early with Advance Tickets for *John Carter*  
at Participating Cineplex Entertainment Theatres**

**WHAT:** Advance tickets for *John Carter* can be purchased beginning Friday, February 17, 2012 at participating Cineplex theatre box offices and online at [www.cineplex.com](http://www.cineplex.com) or our mobile site [m.cineplex.com](http://m.cineplex.com).

*John Carter* will be presented in RealD 3D, IMAX® 3D and in 3D in our UltraAVX™ auditoriums when it opens in wide release on March 9, 2012.

***About John Carter***

From Academy Award®-winning filmmaker Andrew Stanton comes *John Carter*, a sweeping action-adventure set on the mysterious and exotic planet of Barsoom (Mars). *John Carter* is based on a classic novel by Edgar Rice Burroughs, whose highly imaginative adventures served as inspiration for many filmmakers, both past and present.

The film tells the story of war-weary, former military captain John Carter (Taylor Kitsch), who is inexplicably transported to Mars where he becomes reluctantly embroiled in a conflict of epic proportions amongst the inhabitants of the planet, including Tars Tarkas (Willem Dafoe) and the captivating Princess Dejah Thoris (Lynn Collins).

In a world on the brink of collapse, Carter rediscovers his humanity when he realizes that the survival of Barsoom and its people rests in his hands. The screenplay is being written by Andrew Stanton, Mark Andrews and Michael Chabon.

Private screenings and group rates are also available. For more information, call 1-800-313-4461 or email [corporatesales@cineplex.com](mailto:corporatesales@cineplex.com).

**WHERE:** Participating Cineplex Entertainment theatres across Canada, please visit [www.cineplex.com](http://www.cineplex.com) for locations.

**WHEN:** Beginning Friday, February 17, 2012

**For additional information, please contact:**

Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment,  
416-323-6648, [pat.marshall@cineplex.com](mailto:pat.marshall@cineplex.com)

Kyle Moffatt, Director, Communications, Cineplex Entertainment,  
416-323-6728, [kyle.moffatt@cineplex.com](mailto:kyle.moffatt@cineplex.com)