



**\*\*Media Advisory: Wednesday, March 28, 2012\*\***

**You Too Can Feel Like You're the King of the World with Advance Tickets for *Titanic* in 3D at Participating Cineplex Entertainment Theatres**

**WHAT:** Be the first to see *Titanic* in 3D! Beginning Wednesday, March 28, 2012, guests can purchase advance tickets to experience *Titanic* like never before – in RealD 3D. Until April 2<sup>nd</sup>, SCENE members who purchase advance tickets will earn 2X SCENE points. The SCENE program is free to join; to enroll visit [www.scene.ca](http://www.scene.ca). Tickets can be purchased at participating theatre box offices, through the Cineplex Mobile Apps and online at [www.cineplex.com](http://www.cineplex.com) or our mobile site [m.cineplex.com](http://m.cineplex.com).

Tickets are now on sale for a special *Titanic* fan sneak preview event being held at select Cineplex theatres on April 2, 2012 at 6:30 p.m. local time. Guests attending this exclusive screening will receive a pair of limited edition *Titanic* RealD 3D glasses and a lithograph (while supplies last).

*Titanic* in 3D opens in wide release on April 4, 2012 at select Cineplex Entertainment theatres including our UltraAVX™ auditoriums and in IMAX® where available.

***About Titanic***

On April 4th, 2012, a century after the historic ship's sinking and 15 years after the film's initial theatrical release, see TITANIC as you have never seen it before, digitally re-mastered to an unparalleled 4K 3D and harnessing the ground-breaking technology of StereoD through an innovative process overseen by director James Cameron and producer Jon Landau. A timeless love story born of tragedy that created an international phenomenon as vast as its name, TITANIC set sail in 1997; winning 11 Academy Awards and grossing over \$1.8 billion worldwide.

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 Wednesday, March 28, 2012

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**For additional information, please contact:**

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