

## SCENE reaches four million members, earns international acclaim with pair of COLLOQUY Award wins

SCENE becomes first Canadian loyalty program to win prestigious COLLOQUY Loyalty Award with SCENEtourage and Mobile SCENE Card programs

**TORONTO, ON, September 13, 2012** – Having just surpassed four million members, it was announced today that [SCENE](#), the popular entertainment loyalty program from Cineplex Entertainment and Scotiabank, has become the first Canadian loyalty program to win a COLLOQUY Loyalty Award in two important, innovation-focused categories.

SCENE received its first 2012 COLLOQUY Loyalty Award for “Innovation in Loyalty Marketing” for its national SCENEtourage initiative. SCENEtourage recognizes and rewards the social experience of going to the movies by enabling groups of three to 10 friends or family members to earn more points simply by watching movies together. To better engage its audience, SCENEtourage also added a series of fun gaming elements that allow members to compete as a group for badges, status and bonus points.

SCENE was also recognized in the “Loyalty Innovation in Other Industries” category, in recognition of the launch of the Mobile SCENE Card – an offering that ensures members never forget their card at home. The Mobile SCENE Card allows Canadians to carry their card on their mobile device, giving members an even easier way to join, earn points and redeem for rewards.

“Winning two Colloquy Loyalty awards reinforces our view that SCENE members get more,” said Katherine Dimopoulos, SCENE’s Head of Marketing and Brand Experience. “Four million Canadians are SCENE members because of the value the program provides, including the ability to engage via their mobile device and earn great rewards just by going to the movies with friends and family.”

Launched in 2010 by COLLOQUY, LoyaltyOne’s global research group, the 3<sup>rd</sup> Annual COLLOQUY Loyalty Awards recognized the most innovative, customer-oriented enterprise loyalty initiatives in the industry worldwide. Members of the loyalty industry – through COLLOQUY’s more than 45,000 subscribers – determined the winning initiatives across 10 industry categories, representing organizations from six countries – including Canada and the United States.

“The COLLOQUY Loyalty Awards recognize those organizations that stand apart for delivering on a promise of customer commitment, through pioneering strategies and initiatives to elevate the total experience,” said Kelly Hlavinka, COLLOQUY Managing Partner. “Today’s winners represent the future of loyalty – an evolution from a product or channel focused entity to one that puts the customer at the centre of its purpose.”

SCENE was presented with two engraved crystal awards at a ceremony in Rancho Palos Verdes, California. A printed summary of all of the 2012 award winners is available for download at <http://www.colloquy.com/2012-Award-Winners>.

According to a recent customer satisfaction survey, since the launch of the SCENEtourage campaign, member satisfaction in SCENE rose to an astounding 88 per cent and continues to rise year over year.

In the first four weeks of the program, the number of members creating and participating in a SCENEtourage group exceeded SCENE's three month target. Invitations to join a SCENEtourage were more than six times higher than standard e-mail response rates found in other referral programs.

In the past year, 22 per cent of eligible SCENE members have downloaded the Mobile SCENE Card, and 17 per cent of all new SCENE members have enrolled using the mobile app.

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### **About SCENE**

SCENE is the popular entertainment loyalty program from Cineplex Entertainment and Scotiabank. The program is free to join and provides more than four million members across Canada with the opportunity to earn and redeem points for movie admissions, concession combos, music, DVDs, movie downloads and more. SCENE members enjoy a 10 per cent discount on movie snacks and exclusive access to contests and special offers. SCENE members also earn an extra 10 per cent discount on Cineplex Tuesday admissions. In 2012, Maritz Canada's annual loyalty report named SCENE Canada's top retail loyalty program for member satisfaction. Visit [www.scene.ca](http://www.scene.ca) to learn more.

### **About Cineplex Entertainment**

Cineplex Inc. ("Cineplex") is the largest motion picture exhibitor in Canada and owns, leases or has a joint-venture interest in 133 theatres with 1,438 screens, serving approximately 69 million guests annually. Headquartered in Toronto, Canada, Cineplex operates theatres from British Columbia to Quebec and is the exclusive provider of *UltraAVX™* and the largest exhibitor of digital, 3D and IMAX projection technologies in the country. Proudly Canadian and with a workforce of approximately 10,000 employees, the company operates the following top tier brands: Cineplex Odeon, Galaxy, Famous Players, Colossus, Coliseum, SilverCity, Cinema City and Scotiabank Theatres. Cineplex shares trade on the Toronto Stock Exchange (TSX) under the symbol "CGX". For more information, visit [www.cineplex.com](http://www.cineplex.com).

### **About Scotiabank**

Scotiabank is one of North America's premier financial institutions and Canada's most international bank. With more than 81,000 employees, Scotiabank and its affiliates serve some 19 million customers in more than 55 countries around the world. Scotiabank offers a broad range of products and services including personal, commercial, corporate and investment banking. With assets of \$670 billion (as at July 31, 2012), Scotiabank trades on the Toronto (BNS) and New York Exchanges (BNS). For more information please visit [www.scotiabank.com](http://www.scotiabank.com).

### **About COLLOQUY**

COLLOQUY comprises a collection of publishing, education and research resources devoted to the global loyalty-marketing industry. Owned by LoyaltyOne, COLLOQUY has served the loyalty-marketing industry since 1990 with over 45,000 global subscribers to its magazine and [www.colloquy.com](http://www.colloquy.com) is the most

comprehensive loyalty web site in the world. COLLOQUY's research division develops research studies and white papers, including industry-specific reports, sizing studies and insights into the drivers of consumer behavior. COLLOQUY also provides educational services through workshops, webinars and speeches at events throughout the world and is a loyalty-marketing partner of both the Direct Marketing Association and the Canadian Marketing Association and a content provider to the American Marketing Association. COLLOQUY also operates the COLLOQUY Network, a global consortium of practitioners certified in COLLOQUY's proprietary methodology. COLLOQUY magazine subscriptions are available at no cost to qualified persons at [www.colloquy.com](http://www.colloquy.com) or by calling 513.248.9184.