



D-BOX Motion Technology to be Installed at *Galaxy Cinemas Waterloo*

Longueuil, Québec (Oct. 18, 2011) – D-BOX Technologies Inc. (TSX:DBO), a leader in innovative motion technology, and Cineplex Entertainment ("Cineplex") (TSX:CGX), Canada's largest and most successful motion picture theatre exhibitor, announced today the newest location to feature the D-BOX motion technology. This installation is part of an agreement signed between the two companies last year.

D-BOX MFX Seats will be installed at *Galaxy Cinemas Waterloo* in Ontario. The installation is scheduled to be completed October 21st for the release of the action-adventure film, *The Three Musketeers*.

"The opportunity to partner with such a highly visible brand such as Cineplex has provided us a great platform for expansion throughout Canada and we are delighted to announce yet another new site," said President and CEO of D-BOX Technologies, Claude Mc Master.

"We look forward to introducing the D-BOX experience to our guests in Waterloo as the motion technology has proven very popular among guests of our existing theatres in Edmonton, Calgary, Montreal, Toronto and Quebec City," said Pat Marshall, Vice President Communications and Investor Relations, Cineplex Entertainment.

D-BOX currently has 106 screens equipped or scheduled to be equipped in theatres worldwide. D-BOX MFX Seats offer an unparalleled entertainment experience where movie-goers feel subtle and refined motion sensation from their seats in complete synchronization with onscreen action.

Cineplex Locations Now Featuring D-BOX MFX:

Colossus Laval Cinemas, 2800 rue Cosmodôme, Laval, Quebec
Cineplex Odeon North Edmonton Cinemas, 14231-137th Avenue NW, Edmonton, Alberta
Cineplex Odeon South Edmonton Cinemas, 1525-99th Street NW, Edmonton, Alberta
Scotiabank Theatre Chinook, 6455 Macleod Trail SW, Calgary, Alberta
Scotiabank Theatre Montreal, 977 St. Catherine Street West, Montreal, QC
Cineplex Odeon Beauport Cinemas, 825 Clemenceau Street, Beauport, QC
Cineplex Odeon Queensway Cinemas, 1025 The Queensway, Toronto, ON
Cineplex Odeon Brossard Cinemas, 9350 Boulevard Leduc, Brossard, Quebec

For a complete listing of theatres offering the D-BOX experience and a guide to new movies, visit www.d-box.com

About Cineplex Entertainment LP

Cineplex Inc. ("Cineplex") is the largest motion picture exhibitor in Canada and owns, leases or has a joint-venture interest in 130 theatres with 1,351 screens serving approximately 70 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.

About D-BOX

D-BOX Technologies designs, manufactures and commercializes leading edge technology motion systems mainly for the entertainment and simulation industries. With its unique, patented technology, D-BOX Motion Code™, motion effects are specifically programmed for each visual content and sent to a motion generating system integrated within either a platform or a seat. The resulting motion is perfectly synchronized with the onscreen content, creating an unmatched realistic, immersive experience. To date, major Hollywood Studios have D-BOX Motion Code™ available on feature films, DVDs and Blu-rays™. By reaching agreements with various industry leaders, D-BOX's award-winning motion technology is gradually proving itself as a new global standard. D-BOX is a publicly traded company listed on the TSX exchange under the symbol DBO. For further information please see www.d-box.com

D-BOX is a registered trademark and D-BOX Motion Code™ is a trademark of D-BOX Technologies Inc. Other names are for informational purposes only and may be trademarks of their respective owners.

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For further information, please contact:

Guy Marcoux
Vice-President of Marketing
D-BOX Technologies Inc.
450-442-3003 ext. 263
gmarcoux@d-box.com

Investor Relations
Marc Jasmin CMA, President
Jasmin Financial Communications
514-231-2360
marc@comjasmin.com

For Cineplex Entertainment:
Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment,
416-323-6648, pat.marshall@cineplex.com

Kyle Moffatt, Director, Communications, Cineplex Entertainment,
416-323-6728, kyle.moffatt@cineplex.com