



Cineplex Entertainment Expands Relationship with D-BOX Technologies adding 250 MFX Seats to 10 Theatres

Longueuil, (Quebec) and Toronto (Ontario), December 22, 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 that Cineplex will exercise its option to equip ten additional theatres with 250 D-BOX MFX Seats. These additional locations bring Cineplex's total location count to 21 D-BOX equipped theatres representing approximately 520 D-BOX MFX Seats.

"We are very pleased with Cineplex's decision to add D-BOX MFX seats to 10 additional theatres," declared Claude McMaster, president and CEO of D-BOX Technologies. "As the Canadian exhibition leader and one of the top 5 exhibitors in North America, their decision clearly demonstrates the attractiveness of our business model as well as the acceptance of motion seats as a fast-growing trend in movie viewing. Cineplex's decision to add additional D-BOX systems to their circuit is a powerful vote of confidence for us."

"Over the past several months we have steadily deployed D-BOX motion technology into ten of our locations across the country and the response from movie-goers has been tremendous," said Ellis Jacob, president and CEO of Cineplex Entertainment. "The technology fits in well with our goal to provide our guests with the best entertainment experiences possible. D-BOX is a great complement to some of our other entertainment technology offerings such as RealD 3D, VIP Cinemas, UltraAVX™ and IMAX®, among others."

Cineplex Locations Currently Equipped with D-BOX MFX Seats:

1. *Colossus Laval Cinemas, 2800 rue Cosmodôme, Laval, QC*
2. *Cineplex Odeon North Edmonton Cinemas, 14231-137th Avenue NW, Edmonton, AB*
3. *Cineplex Odeon South Edmonton Cinemas, 1525-99th Street NW, Edmonton, AB*
4. *Scotiabank Theatre Chinook, 6455 Macleod Trail SW, Calgary, AB*
5. *Scotiabank Theatre Montreal, 977 St. Catherine Street West, Montreal, QC*
6. *Cineplex Odeon Beauport Cinemas, 825 Clemenceau Street, Beauport, QC*
7. *Cineplex Odeon Queensway Cinemas, 1025 The Queensway, Etobicoke, ON*
8. *Cineplex Odeon Brossard Cinemas, 9350 Boulevard Leduc, Brossard, QC*
9. *Galaxy Cinemas Waterloo, 550 King Street North, Waterloo, ON*
10. *Cineplex Odeon Ste. Foy Cinemas, 1200 Autoroute Duplessis, Sainte-Foy, QC*
11. *Cineplex Odeon Eglinton Town Centre Cinemas, 22 Lebovic Avenue, Toronto, ON*

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 1,352 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 Inc. designs, manufactures and markets cutting-edge motion systems intended mainly for the entertainment and industrial simulation industries. This unique and patented technology, the D-BOX Motion Code, uses motion effects specifically programmed for each visual content which are sent to a motion system integrated into either a platform or a seat. The resulting motion is perfectly synchronized with the on-screen action, thus creating an unparalleled realistic and immersive experience. As of today, many Hollywood studios offer D-BOX Motion Code on their motion pictures presented in commercial theatres, on 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 public company whose shares are traded on the Toronto Stock Exchange under the symbol DBO.

D-BOX[®] and D-BOX Motion Code[®] are registered trademarks of D-BOX Technologies Inc. Other names are for informational purposes only and may be trademarks of their respective owners.

-30-

For further information:

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

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

Pat Marshall
Vice President Communications and
Investor Relations
Cineplex Entertainment
pat.marshall@cinplex.com
416-323-6648

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