

BEYOND 150 VIDEO CONTEST - OFFICIAL CONTEST RULES

Welcome to the BEYOND 150 VIDEO CONTEST ("Contest").

By participating in this Contest, you acknowledge that you have read, understood and accept the terms and conditions below (the "Contest Rules").

Contest is only open to SCENE members between the ages of 14 and 18. See Rule 3 below for eligibility requirements.

All entrants under the age of majority in their province of residence (each a "Minor") must have the consent from a parent or legal guardian to enter this Contest. Sponsors reserve the right to confirm that parental/guardian consent has been granted. Entrants that fail to provide such consent, in the format requested by Sponsors in their sole discretion, will be disqualified and not eligible to receive a Prize.

Sponsors: The Sponsors of this Contest are Cineplex Entertainment LP ("Cineplex") and SCENE LP, (collectively, "Sponsors"). The Sponsors are solely responsible for conducting and administering this Contest.

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS CONTEST.

1. Contest Dates: The Contest begins June 29, 2017 at 9:00:01 AM Eastern Time ("ET"), and ends August 7, 2017 at 8:59:59 AM ("Contest Period"). The relevant dates and times relating to the Contest are noted below:

EVENTS	Events START at 9:00:01 AM ET on Dates Noted Below	Events END at 8:59:59 AM ET on Dates Noted Below
VIDEO SUBMISSION PERIOD (the "Video Submission Period")	June 29, 2017	July 13, 2017
CINEPLEX TO SELECT FINALISTS (the "Finalist Selection Process")	July 13, 2017	July 24, 2017
PUBLIC VOTING PERIOD (the "Voting Period")	July 24, 2017	Aug 07, 2017

2. Prizes:

Grand Prize:

One (1) Grand Prize: The winner will be awarded with a private screening party. This will include:

- \$400.00 CDN to help cover the cost of transportation for the winner and guests to the theatre.
- Access to a private auditorium to watch the movie of your choice for up to 40 people (subject to the restrictions below)
- Each attendee (up to 40 people) will receive 1 regular popcorn, 1 large candy item, and 1 fountain drink of their choice
- 25,000 SCENE points (to be deposited in the winner's account after the completion of the verification process)

In addition, the winner may be given an opportunity to have their video exhibited on Cineplex.com, in the Cineplex Preshow, and various Cineplex social media channels including by not limited to Facebook, Instagram, and YouTube. Approximate retail value of the Grand Prize is \$1,550.00

Private screening must take place at the Cineplex location that is closest to the winner's place of residence (as determined by Sponsor). Screening must take place during the theatre's regular business hours. Movie selected must be playing in regular release at the selected theatre on the date of the screening. Screening must take place before December 1, 2017. Time extensions will not be granted. Screening cannot be booked in an IMAX, UltraAVX, 4DX or VIP auditorium or for D-Box seating. Additional restrictions may apply. Winner and guests must attend the same movie. The private screening does not include anything other than the prize components set out above. Winner and guests are responsible for travel to and from the theatre and for paying for any other concession, food and beverage items they may wish to purchase at the theatre. Cineplex will work with the winner to select a date, time and location for the private screening that is mutually agreeable; however, the final decision will be at Cineplex's sole discretion if a mutual agreement cannot be reached. Once booked, the date, time and/or location of the private screening cannot be changed. If the private screening is cancelled by the winner for any reason, the winner will forfeit this portion of the Grand Prize without additional compensation. The winner and ALL guests must meet the minimum age restriction set by film rating of the movie selected. A minimum of two adults must be in attendance and will count as the 40 individuals permitted to attend. If the winner is under the age of majority in his/her province of residence, the two adults must be a parent or legal guardian of the winner and/or a guest, and must act as chaperones for the group. Cineplex reserves the right to verify the age of the winner and guests and has the right to deny any patron access to the theatre that does not meet the age limit. Tickets to the screening may not be sold by winner or guests. In the event that Sponsors determine that tickets have been sold, this portion of the Grand Prize will be cancelled in Sponsors' sole discretion, without compensation.

Runner Up Prizes:

The second- and third- place finalists (as determined by votes) will each receive 25,000 SCENE points (ARV \$250.00). SCENE points will be added to the SCENE account of both the second- and third-place finalists after the completion of the verification process.

Submission Prize:

All eligible entrants that submit their Video during the Video Submission Period will be entered into a random draw for a weekly Submission Prize of 5,000 SCENE points (ARV \$50.00). One weekly Submission Prize per week will be awarded. Eligible Video Submissions received on or before 8:59:59 AM on July 6, 2017 will be entered into the first weekly draw and Eligible Video Submissions received between 9:00 AM on July 6, 2017 and 8:59:59 AM on July 13, 2017 will be entered into the second weekly draw. Videos received during the first week will not be carried over to the second week. Odds of winning a Submission Prize depends on the number of eligible Video Submissions received during each week.

Sponsors will select or cause to be selected in a random drawing on July 17 at approximately 12:00pm at the Cineplex office in Toronto, Ontario, the potential winner from all Video Submissions received during each week. The Sponsors will attempt to contact the potential winner at the telephone or email contact information provided at the time of entry. If the potential winner cannot be contacted, or does not reply to the contact by 5:00 PM EST on July 24, then the selected potential winner shall forfeit all right and entitlement to the Submission Prize and the Sponsor shall have the right to choose another entrant from the remaining eligible entries. The potential winner will be required to correctly answer, unaided, a mathematical skill testing questions and may be required to sign a declaration confirming his or her understanding of, compliance with, and acceptance of the Contest rules and acceptance of the Submission Prize as awarded, together with a standard release of all liability, before being awarded the Submission Prize.

The following rules apply to all Prizes:

The Grand Prize, Runner Up Prizes and Submission Prize, (collectively, "Prizes") must be accepted as awarded

and are not transferable or convertible to cash, except at Sponsors' sole discretion. All details of the Prizes not specified herein shall be determined solely by Sponsors. All federal, provincial or other tax liabilities are the responsibility of the winners. No substitutions except at Sponsors' option. Sponsors reserve the right to substitute the Prizes or a Prize component with one of equal or great value. Sponsors reserve the right to substitute one or more of the Prizes or a Prize component for one of equal or greater value if the Prize should become unavailable for any reason. In the event that a winner is unable to redeem any or all of the Prize components awarded to them, no compensation or substitute Prize will be provided. Winner is responsible for all taxes and fees associated with Prize receipt and/or use.

3. Eligibility: Submitting a video in this Contest is open only to persons who, as of date of entry: (a) are legal residents of Canada who are between the ages of 14 and 18; AND (b) are existing SCENE members with an account that is in Good Standing (for the purposes of this Contest, "Good Standing" means not suspended or cancelled) ("SCENE Member(s)"). Employees, officers and directors of, and those with whom they are domiciled with the Sponsors and their respective parents, affiliated and subsidiary companies, advertising and promotion agencies, legal and financial advisors, and any and all other companies associated with this Contest are not eligible to enter. To become a SCENE Member, individuals must follow the enrolment steps outlined on www.scene.ca. There are no fees or charges for establishing or maintaining a SCENE account.

4. How to Enter:

To enter, create an original Video Submission that must be a maximum running time of 2 minutes that demonstrates how you could make movies or your movie-going experience even better. For the purpose of this Contest, a "Video Submission" or "Video" is a video file or URL submission that follows the technical, creative and legal requirements set out in these Contest Rules, including, but not limited to Rule #6. Video Submissions must be posted on YouTube first. Entrants must then go to the Contest microsite (www.Cineplex.com/Beyond150) (the "Microsite"), enter the required information and provide a link to the Video Submission posted on YouTube. Entrants must ensure that their Video is set to public on YouTube in order for Sponsors to be able to view it. Eligible Video Submissions will be entered into the Contest on the date/time when the Entrants completes the required information on the Microsite, not the date/time when the Video Submission is posted on YouTube. Entrants may only submit one Video Submission in the Contest. In the event an individual uploads more than one Video Submission, only the first Video Submission entered will be eligible. All required information must be supplied for the entry to be eligible. By submitting an entry, each entrant agrees and consents to abide by the Contest Rules.

Any Video Submissions submitted to Sponsors and/or their representatives by any other means, including but not limited to mail, courier, or hand delivery will not be accepted or entered into this Contest.

Entrants acknowledge and agree that Video Submissions are subject to the YouTube terms and conditions. Any Video Submissions removed by YouTube for any reason will be disqualified and the entrant will no longer be eligible to win a Prize.

It is recommended that Entrants do not spend any money to create and produce their Video Submission.

5. Technical/Creative/Legal Requirements for the Video:

- Running Time: 2 minute maximum, including any credits. If entry is longer than 2 minutes, the video may be disqualified at the sole discretion of Sponsors.
- Language: English or French.
- Creative Requirements: In addition to the technical requirements you must tell us how you could make movies or your movie-going experience even better.

Videos **must not**:

- i. include trademarks, logos, or copyrighted material not owned by entrant or used without permission (such as company names, music, photographs, works of art, or images published on or in websites, television, movies, or other media);

- ii. include images of others or individuals other than the entrant without their permission (or in the case of minors the permission of their parent/legal guardian);
- iv. contain profanity, pornographic, or sexual content, content promoting alcohol, illegal drugs, tobacco, firearms, or weapons, hateful content of any kind (including racism, sexism, etc.), content that promotes violence or harm to another living creature, or any other offensive, obscene, or inappropriate content;
- v. defame, misrepresent, or contain disparaging remarks about other people or companies, including, but not limited to Sponsors;
- vi. promote a political agenda regardless of the political affiliation;

Videos may only be submitted by a single entrant. Group entries will not be accepted (e.g., although different individuals might have taken part in the making of a Video Submission, and more than one individual may appear in the Video Submission). The individual who submits the Video Submission will be considered the entrant for the purposes of this Contest and any third parties featured in the video are not entitled to receive the prize or a portion thereof, or any further compensation from Sponsor for their participation. Video Submissions submitted in the name of more than one entrant or in the name of a company, partnership, organization or the like will be disqualified. In the event that more than one individual submits the same Video Submission or a Video Submission that is substantially similar to a previously submitted Video Submission, the entrant who first submitted the Video Submission will be considered the entrant for the purposes of the Contest and any subsequent submissions will be disqualified.

Sponsors and/or their designated representatives will review all Video Submissions submitted through the Microsite / during the Video Submission Period to determine whether the Video Submissions comply with these Contest Rules, as determined by Sponsors, in their sole discretion. After the ten finalists have been selected, their Videos will be posted on the Microsite for the purposes of voting. Any Video Submissions that are found not to comply with these Contest Rules may be removed from the Microsite and/or disqualified from the Contest by Sponsors, in their sole discretion, regardless of whether the Video Submission has appeared on the Microsite. Only Video Submissions that conform to these Contest Rules will be eligible to win a Prize. Decisions of the Sponsors with respect to all aspects of this Contest are final and binding. In the event that an entrant's Video Submission is disqualified by Sponsors and/or their designated representatives, the Sponsors may remove the video from the Microsite without further notice to Contest entrants.

6. Entry Terms: Void where prohibited. By entering, and as part of the Contest Rules, entrants agree to comply with the Contest Rules and Cineplex's privacy policy (www.cineplex.com) and entrant represents and warrants that his or her video, and all elements thereof, satisfy and abide by the Contest Rules and Sponsor's requirements, including, without limitation, that the video:

- i. is the original work of the entrant;
- ii. has not, in whole or in part, been previously published or won an award or prize of any kind;
- iii. does not infringe or violate the rights of any third party, including but not limited to, copyrights, trademarks, patents, trade secrets, logos, contract and licensing rights, rights of publicity or privacy, moral rights, or any other intellectual property rights;
- iv. is not subject to any third party agreements, and that the Sponsors will not be required to pay or incur any sums to any person or entity as a result of its use, exhibition or exploitation of the idea or video or elements therein;
- v. does not contain images of others or individuals without their permission (or in the case of minors the permission of their parent/legal guardian);
- vi. do not contain any content that is likely to be considered offensive by Sponsor or could adversely affect the name, reputation, or goodwill of the Sponsors or YouTube.

By entering the Contest, each entrant represents and warrants that he or she has obtained all of the rights, licenses, and permissions in writing from each person (or from parent/legal guardian if person(s) in the video are considered minors in their province of residence) who appeared in the video . If Sponsor determines in its sole discretion that an entrant has breached a representation or warranty, the video may be disqualified.

NOTE: Parents and/or legal guardians may withdraw their consent at any time to allow their minor children to appear in a Video Submission and/or enter the Contest. In the event that a parent and/or legal guardian contacts Sponsor and/or its representatives to request that their minor child's image be removed from a Video Submission or that their minor child's Video Submission be removed from the Microsite, the Video Submission in question will be removed and disqualified. In the event that the parent/legal guardian contact's the entrant directly to withdraw their consent for their minor child to appear in the Video Submission, entrant shall be required to contact Sponsor to have the Video Submission removed from the Microsite and the Contest.

7. Finalist Selection Process: After the Video Submission Period has ended, all Videos will be judged by Sponsors or an independent judging panel, based on the following judging criteria, each area weighted equally:

Incorporation of Theme:

- How well does the Video address the question "How would you make movies or your movie-going experience even better"

Creativity and Originality:

- The Video Submission incorporates concepts, style, ideas that are different and creative
- The Video is unique

Entertainment Value:

- The Video Submission appeals to a wide audience
- The Video Submission engages the audience or grabs their attention

Production Quality:

- The Video Submission is understandable and the audio and video quality are clear
- Comfort level in front of the camera

Sponsors, or their independent judging panel, shall select ten (10) finalists from all eligible Videos submitted based on the above criteria. In the event of a tie, a random draw from all tied entries will be held on to select the finalists. The panel's decisions are final and binding in all matters relating to the judging of the Videos.

Each potential finalist will be contacted at the end of the Finalist Selection Process. Before being declared a finalist, selected entrants, and their parent or legal guardian, will be required to sign a declaration and release form: (i) confirming understanding of, compliance with, and acceptance of the Contest Rules and acceptance of the Prize as awarded, if they are deemed to be a winner; (ii) releasing the Sponsors, and each of their parent companies, divisions, subsidiaries, affiliates, advertising, promotion, and public relations agencies, prize suppliers, and each party's respective officers, directors, employees, representatives and agencies (collectively, the "Released Parties"), from any and all liability, claims, or actions of any kind whatsoever for injuries, damages or losses to person and property which may be sustained in connection with the participation in this Contest and the Prize and the receipt, ownership, use or misuse of any Prize component (if selected as a winner); (iii) granting Sponsors (or any of Sponsors' assignees or licensees) the irrevocable right to use the entrant's name, address (city and province only), voice, words, image, likeness, in connection with the advertising and promotion of the Contest without any further compensation before being declared a finalist; (iv) granting Sponsors with an unlimited, royalty free, irrevocable, right and license to reproduce, post and/or exhibit the Video Submission, in whole or in part, in any form of media now known or hereinafter developed, including, without limitation, in the Cineplex Pre-Show, online or via Sponsors' social media channels; (v) waiving all moral rights in the Video Submission in favour of Sponsors; (vi) releasing, indemnifying, discharging and holding harmless the Released Parties from any claim or liability arising from or related to the Video Submission and/or Finalist Video.

Once the finalists have been selected, their initial Video Submission will be posted on the Microsite and open to voting by the public, to determine the three (3) top finalists.

8. Voting:

The finalists' Video Submissions, once determined, will be posted on the Microsite and open to voters who can vote once per voter per day, to determine the three (3) potential finalists during the Voting Period. Maximum of one (1) vote per IP address per day during the Voting Period.

If it is discovered that attempts were made by an Entrant and/or a Voter (or any individual purporting to be a voter) to: (i) vote more than one (1) time per day (defined as 12:01am ET to 11:59pm ET) during the Voting Period; (ii) use (or attempt to use) multiple names, identities and/or any automated scripted, macro, robotic or other programs to submit votes; or (iii) engage in systematic voting from the same computer/IP address; then it may result in the disqualification, in the sole and absolute discretion of the Sponsors, of the votes and/or the entry to which such votes relate.

9. Winner Notification: The potential Grand Prize winner and runner-ups will be determined by the number of votes received during the Voting Period. In the event of a tie, the Video Submission with the highest overall score during the Finalist Selection Period will be deemed the potential Winner. In the event of tied judging scores, the potential winner will be selected by random draw among Entrants with the tied judging score. The potential Grand Prize winner will be notified by telephone and/or e-mail and will be required to correctly answer a mathematically skills testing question and sign and properly execute a declaration form confirming compliance with the Contest Rules and acceptance of the Prize by August 13, 2017 in order to be determined the Grand Prize winner. If Sponsors and/or their representatives are unable to contact the potential Grand Prize winner; the documents sent by any means to the potential Grand Prize winner are returned as undeliverable; or if the potential Grand Prize winner fail to correctly answer the skills testing question or properly execute and return any and all documents described herein within the time noted, or if the potential Grand Prize winner is found not to be eligible or not in compliance with these Contest Rules, the potential Grand Prize winner will be disqualified and, at the sole discretion of the Sponsors, the entrant with the second place Video- may be selected as a potential Grand Prize winner. Once the Grand Prize winner has been officially determined, the runner-ups will be notified by telephone and/or e-mail advising them that they may be eligible to receive a Runner-Up Prize. In order to claim the Runner-Up Prize, runner-ups will be required to correctly answer a mathematically skills testing question administered by phone or email. In the event that the Sponsors and/or their representatives are unable to contact a potential runner-up or if the runner-up is unable to incorrectly answers or does not answer the mathematical still testing questions in the period of time specified by the Sponsor, that runner-up will be disqualified and, at the sole discretion of the Sponsors, the entrant with the next highest votes for his or her Video may be selected as a potential Runner-Up winner.

10. Determining Winners: The Prize winners will be announced on the Microsite, Cineplex social media (Facebook and Instagram), and potentially the Pre-Show after the Prizes have been awarded.

11. Odds: The odds of becoming a finalist depend on the number and calibre of eligible videos received. The odds of a finalist being selected as a potential winner depends on the number of votes received.

12. Other Conditions: Contest void where prohibited. The decisions of the Sponsors with respect to all aspects of this Contest are final and binding on all entrants without right of appeal.

Sponsors reserve the right, at their sole discretion and with the consent of the Regie, as defined below, to cancel, terminate, modify or suspend this Contest or any portion hereof at any time for any or no reason, or to disqualify any individual implicated in any of the following actions, if for any reason: (a) infection by computer virus, bugs, tampering, unauthorized intervention, actions by entrants, fraud, technical failures, or any other causes which, in Sponsor's opinion, corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest, (b) the Contest or any website associated therewith (or any portion thereof) becomes corrupted or does not allow the proper processing of entries per these Contest Rules, or (c) the Contest is otherwise not capable of running as planned.

The Released Parties are not responsible or liable for any incorrect or inaccurate entry information, and assume no responsibility for (i) any error, omission, interruption, defect or delay in operation or transmission at any website, (ii) failure of any entry or vote to be received due to technical problems, human error or traffic congestion

on the Internet or at any website, (iii) communications line, hardware and/or software failures, (iv) damage to any computer (software or hardware) resulting from participation in the Contest, (v) theft or destruction of, tampering with, unauthorized access to, or alteration of entries and/or entry information, or (vi) entries which are late, lost, stolen, damaged, illegible, unintelligible and/or postage due (or any combination thereof).

The use of third-party software or website or automated entry systems to participate is prohibited, and Sponsor reserves the right to disqualify entries made in such fashion. By entering, entrants agree and consent to abide by all rules and regulations applicable to this Contest.

13. Additional Contest Terms: By entering this Contest, and to the extent allowed by law, entrants grant Sponsors and their affiliates, licensees, promotional partners, and third party marketing entities the absolute right and permission to edit, modify, cut, rearrange, add to, delete from, copy, reproduce, translate, dub, adapt, publish, exploit, and use the content of and elements embodied in the videos, entries, and the entries themselves, in perpetuity in any and all media, including but not limited to digital and electronic media, computer, audio and audiovisual media (whether now existing or hereafter devised), in any language, throughout the world, and in any manner, for trade, advertising, promotional, commercial or any other purposes without further review, notice, approval, consideration, or compensation. Entrants waive and release Sponsors and their affiliates from any and all claims that entrants may now or hereafter have in any jurisdiction based on any claims, including but not limited to "moral rights" or "droit moral" or unfair competition with respect to Sponsors' exploitation of entries without further notification or compensation to entrants of any kind, and agree not to instigate, support, maintain, or authorize any action, claim, or lawsuit against the Released Parties, on the grounds that any use of any entry, or any derivative works, infringe or violate any of entrants rights therein. By entering this Contest, entrants agree that Sponsors and their respective affiliates, licensees, promotional partners, and third party marketing entities shall have the right and permission to use the name, picture, voice, biographical data, photograph, testimonial, or other likeness and/or prize information or personal exposition (and/or any edited portion thereof), and/or any information contained in his/her video or entry for promotional, advertising, and/or publicity purposes in any media, now or hereafter known, throughout the world in perpetuity, without compensation or notice to, or further consent of, to the winner to the extent permitted by law.

BY ENTERING THIS CONTEST, EACH ENTRANT ACCEPTS THE CONDITIONS STATED IN THESE CONTEST RULES, AGREES TO BE BOUND BY THE DECISIONS OF THE SPONSORS, WARRANTS THAT THEY ARE ELIGIBLE TO PARTICIPATE IN THIS CONTEST, AND AGREES TO RELEASE, INDEMNIFY, AND HOLD HARMLESS THE "RELEASED PARTIES AND YOUTUBE, EACH FROM AND AGAINST ANY AND ALL CLAIMS, LOSSES, LIABILITY, AND DAMAGES OF ANY KIND, INCLUDING REASONABLE ATTORNEYS' FEES AND EXPENSES) ASSERTED AGAINST ANY OF THEM, INCURRED, SUSTAINED, OR ARISING IN CONNECTION WITH THE USE, ACCEPTANCE, OR MISUSE, OF ANY PRIZE OR WHILE PREPARING FOR, PARTICIPATING IN, AND/OR TRAVELLING TO OR FROM ANY CONTEST-RELATED ACTIVITY, INCLUDING, WITHOUT LIMITATION, ANY INJURY, DAMAGE, DEATH, LOSS, OR ACCIDENT TO PERSON OR PROPERTY, OR FROM THE RESPECTIVE ENTRANTS' BREACH OR ALLEGED BREACH OF ANY AGREEMENT OR WARRANTY ASSOCIATED WITH THE CONTEST, INCLUDING THESE CONTEST RULES.

ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND, SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSORS AND EACH OF THEIR LICENSEES RESERVE THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR ANY SUCH ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW. IN ADDITION, SPONSORS, IN THEIR SOLE DISCRETION, MAY CANCEL OR SUSPEND ENTRANT'S SCENE MEMBERSHIP AND/OR SCENE POINTS.

Each entrant hereby acknowledges and agrees that the relationship between the entrant and the Sponsors is not a confidential, fiduciary, or other special relationship, and that the entrant's decision to provide the video to Sponsors for purposes of the Contest does not place the Sponsors in a position that is any different from the position held by members of the general public with regard to elements of the video, other than as set forth in these Contest Rules. Each entrant understands and acknowledges that the Sponsors have wide access to ideas, stories, designs, and other literary materials, and that new ideas are constantly being submitted to them or being

developed by their own employees. Each entrant also acknowledges that many ideas or stories may be competitive with, similar to, or identical to the video and/or each other in theme, idea, plot, format, or other respects. Each entrant acknowledges and agrees that such entrant will not be entitled to any compensation as a result of Sponsor's use of any such similar or identical material that has or may come to Sponsor from other sources. Each entrant acknowledges and agrees that the Sponsor do not now and shall not have in the future any duty or liability, direct or indirect, vicarious, contributory, or otherwise, with respect to the infringement or protection of the entrant's copyright in and to the submission. Finally, each entrant acknowledges that, with respect to any claim by entrant relating to or arising out of any Sponsor's actual or alleged exploitation or use of any submission or other material submitted in connection with the Contest, the damage, if any, thereby caused to the applicable entrant will not be irreparable or otherwise sufficient to entitle such entrant to seek injunctive or other equitable relief or in any way enjoin the production, distribution, exhibition, or other exploitation of any program, website, advertising, materials or other thing based on or allegedly based on the video, and entrant's rights and remedies in any such event shall be strictly limited to the right to recover damages, if any, in an action at law.

14. Privacy: At Cineplex Entertainment LP, we are committed to respecting your privacy rights. Any personal information that we gather will be handled in strict accordance with our privacy policies, available at <http://www.cineplex.com> and all applicable privacy legislation. Cineplex Entertainment LP will not sell your personal information collected for this Contest to any third parties. Any personal information collected for this Contest shall be used by Cineplex Entertainment LP, its agents and/or representatives as is disclosed herein. Please note that by submitting personal information to enter this Contest, you consent to Cineplex Entertainment LP's use of your personal information in order to manage and administer this Contest.

For Quebec Only: This Contest is subject to all applicable federal, provincial and municipal laws and regulations and subject to the jurisdiction of the Régie des alcools, des courses et des jeux en Québec (the "Régie"). Any litigation respecting the conduct or organization of this Contest may be submitted to the Régie for a ruling. Any litigation respecting the awarding of the prizes may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

This Contest is in no way sponsored, endorsed or administered by, or associated with, YouTube.