



Samsung Canada and Cineplex Entertainment Announce the Launch of the Cineplex Store Application on Samsung Devices

App will allow consumers to rent or purchase movies on select Samsung TVs, Blu-ray Players and Home Theatre Systems

MISSISSAUGA, ON, April 17, 2012 /CNW/ - Samsung Electronics Canada and Cineplex Entertainment ("Cineplex") announced today the launch of the Cineplex Store App on select models of Samsung SMART TVs, Blu-ray Players and Home Theatre Systems.

Allowing Canadians to share their passion for movies at home, the Cineplex Store has thousands of movie titles available to rent or purchase. With no monthly subscription, Samsung owners pay only for the movies they watch, and they can conveniently store and manage all of their purchases with the Cineplex digital locker feature. What's more, SCENE™ members earn points with every purchase or rental.

"The Cineplex Store App is all about adding value for our Samsung customers by giving them access to content that will improve their experience with the device," said Craig McLennan, Vice-President, Consumer Electronics at Samsung Canada. "It's just another way that we are helping Canadians to share their passions, in this case for great entertainment at home."

"When Canadians think of movies, we want them to think of Cineplex. As the leader in Canadian theatrical exhibition, Cineplex can leverage the strong brand loyalty we have developed with our theatre guests into the home," said Pat Marshall, Vice President Communications and Investor Relations. "We are very pleased to work with another industry leader in Samsung to add our Cineplex Store App to their TVs, Blu-ray players and home theatre systems."

Customers can stream their rentals and purchases. Cineplex Store rentals range from \$2.99-\$4.99, varying by new release versus catalogue title. Rentals provide customers with up to 30 days to view their movie. Once they start to playback their movie rental they have 48 hours to watch it and can do so as many times as they wish. Movies can also be purchased, with prices ranging from \$9.99 - \$19.99.

In addition, Samsung and Cineplex are currently giving viewers a chance to win a Samsung SMART TV and free Cineplex Store downloads for a year! Go to Cineplex.com/Samsung to enter to win this Grand Prize, as well as other prizes that include Samsung Blu-ray players, digital cameras, free movies through the Cineplex Store App and more.



For more information visit Facebook (<http://www.facebook.com/SamsungCanada>), YouTube Channel <http://www.youtube.com/SamsungCanadaFilms> or check out the chatter at Twitter - <http://twitter.com/samsungcanada>

About Samsung Electronics Co., Ltd.

Samsung Electronics Canada delivers unrivalled consumer experiences. Samsung enables Canadians to pursue their passions by offering a broad range of award-winning digital consumer electronics, IT, telecommunications and home appliance products. The Canadian arm upholds Samsung's global mission to provide consumers with innovative digital convergence products that possess exceptional technology, quality, features, performance and value. As a result of its commitment to innovation and unique design, Samsung has become one of the most decorated brands in the electronics industry. The company was ranked #17 in BusinessWeek/Interbrand "100 Best Global Brands" and was named as one of Fast Company's "50 Most Innovative Companies of 2011."

For more information, please visit www.samsung.ca.

You can also Like Samsung on [facebook.com/SamsungCanada](https://www.facebook.com/SamsungCanada) or follow Samsung on twitter [@SamsungCanada](https://twitter.com/SamsungCanada). For customer service inquiries, please call 1-800-SAMSUNG (1-800-726-7864).

About Cineplex Entertainment

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 66 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.

For further information:

Caitilin Doherty

North Strategic

416-371-3762

Caitilin.doherty@northstrategic.com

Pat Marshall

Cineplex Entertainment

Vice President, Communications and Investor Relations

416-323-6648

Pat.marshall@cineplex.com

