



**FOR IMMEDIATE RELEASE**

***SilverCity Victoria Cinemas* immerses guests in the action with new D-BOX motion seating**

Victoria, BC – October 9, 2015 (TSX: CGX) – Movie-goers can treat themselves to one of Cineplex’s most immersive experiences beginning today, with the addition of D-BOX Motion Seats to *SilverCity Victoria Cinemas*.

D-BOX Motion Seats are a premium movie-going experience and one of the most innovative technologies in cinema today. From blockbuster action movies to musical family features, D-BOX seats move in concert with the action on the big screen.

The theatre’s largest auditorium will now feature two rows of reserved D-BOX seating. ***The Martian*** will be the first D-BOX experience available at this location.

“D-BOX Motion Seats pull our guests that much further into the movie-going experience,” said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. “Movie fans across Canada love the fun and unique experience, and we are looking forward to bringing it to guests at *SilverCity Victoria Cinemas*.”

Guests can customize their D-BOX experience by controlling the intensity of the movement produced by their seat, using controls in the seat’s armrest.

Cineplex Entertainment currently operates 38 D-BOX locations, with plans to introduce several more in 2015. Tickets can be purchased at the theatre box office, online at [Cineplex.com](http://Cineplex.com) and through the Cineplex mobile app.

**About Cineplex Inc.**

Cineplex Inc. (“Cineplex”) is one of Canada’s leading entertainment companies and operates one of the most modern and fully digitized motion picture theatre circuits in the world. A top-tier Canadian brand, Cineplex operates numerous businesses including theatrical exhibition, food services, gaming, alternative programming (Front Row Centre Events), Cineplex Media, Cineplex Digital Solutions, Cineplex Digital Networks, and the online sale of home entertainment content through CineplexStore.com and on apps embedded in various electronic devices. Cineplex is also a joint venture partner in SCENE – Canada’s largest entertainment loyalty program.

Cineplex is headquartered in Toronto, Canada, and operates 162 theatres with 1,652 screens from coast to coast, serving approximately 74 million guests annually through the following theatre brands: Cineplex Odeon, SilverCity, Galaxy Cinemas, Scotiabank Theatres, Cineplex Cinemas and Cineplex VIP Cinemas presented by Scotiabank. Cineplex also owns and operates the UltraAVX, Poptopia, and Outtakes brands. Cineplex trades on the Toronto Stock Exchange under the symbol CGX. More information is available at [Cineplex.com](http://Cineplex.com).

**About D-BOX**

D-BOX Technologies Inc. (TSX: DBO) designs, manufactures and markets cutting-edge motion systems intended mainly suited for the entertainment and industrial simulation industries. With its unique, patented technology, D-BOX Motion Code, uses motion effects specifically programmed for each visual content which are sent to a motion generating system integrated into either a platform or a seat. The resulting motion is perfectly synchronized with all onscreen action, thus creating an unmatched realistic immersive experience. As of today, many Hollywood studios offer D-BOX Motion Code on their motion pictures in commercial theatres, on DVDs and on 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.

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