



FOR IMMEDIATE RELEASE

***Cineplex Odeon Gardiners Road Cinemas gets D-BOX Motion Seats
in time for summer blockbuster season***

Toronto, ON – June 29, 2015 (TSX: CGX) – Kingston movie-goers can treat themselves to one of cinema's most immersive experiences beginning July 1, 2015 with the addition of D-BOX Motion Seats to the UltraAVX™ auditorium at *Cineplex Odeon Gardiners Road Cinemas*.

D-BOX Motion Seats are a premium movie-going experience and one of the hottest technologies in cinema today, providing a multi-sensory enhancement to the action on the big screen. Many of today's action-filled movies are specially coded to command D-BOX seats to move in concert with the action on the big screen.

Cineplex Odeon Gardiners Road Cinemas will feature two rows of reserved seating in theatre's UltraAVX auditorium. The D-BOX experience will open showing *Magic Mike XXL*.

"D-BOX Motion Seats offer guests a whole new way to experience the movies," said Mike Langdon, Director, Communications, Cineplex Entertainment. "D-BOX has been very popular elsewhere in Canada, and we know our guests are going to absolutely love this cutting-edge experience."

Guests can control the strength of the movement produced by their seat, using controls in the seat's armrest.

Cineplex Entertainment currently operates 33 D-BOX locations, with plans to open several more locations in 2015.

About Cineplex:

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.

About D-BOX Technologies Inc.

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.

About UltraAVX

UltraAVX provides guests with the sharpest picture, a powerful digital surround sound system and reserved seating, delivering a truly immersive movie-going experience. *UltraAVX* features wall-to-wall screens that are significantly larger on average than our traditional screens. Christie Solaria™ Series 4230 DLP Cinema® projectors provide an ultra high definition presentation, projecting super bright, crystal clear images onto the big screen.

The system is further enhanced with the addition of RealD 3D technology, enabling the presentation of the latest 3D movies. Complementing the stunning on-screen picture from these new 4K projectors is a superb Dolby Atmos surround sound system that envelops the audience and takes the cinema experience to a whole new level. Guests will enjoy the super comfy high-back rocker seats. Because all seats are reserved, guests can select the specific seat(s) they want in the auditorium when they purchase their tickets.

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