



**FOR IMMEDIATE RELEASE**

### **Cineplex offers “The Smurfs™ 2” SuperTicket**

Get a theatrical movie ticket and pre-order your UltraViolet version of Columbia Pictures/Sony Pictures Animation’s *The Smurfs™ 2*, and receive immediate access to an UltraViolet version of *The Smurfs™* and bonus SCENE points

Toronto, ON, (TSX: CGX) – July 18, 2013 – Life as a Smurf - you’re blue, you’re three apples high, and you’re a sworn enemy of an evil wizard and his mischievous cat.

Despite all this, a recent Cineplex-Ipsos Reid survey revealed that more than one in four Canadian movie-goers (27 per cent) would voluntarily appear in *The Smurfs™ 2*, if given the option to awake for one day as an animated character.

If the challenges of Smurf life are too much to handle, there’s another way to get in on the action. Cineplex Entertainment and Sony Pictures Entertainment Inc. today announced that *The Smurfs™ 2* will be the first animated movie made available for purchase as a SuperTicket.

SuperTicket allows movie-goers to purchase a movie admission ticket and pre-order the UltraViolet digital version of *The Smurfs™ 2* at the same time. Purchasers will also receive an UltraViolet version of *The Smurfs™* (2011) and up to 500 bonus SCENE points.

UltraViolet is an all-new way to collect, access and enjoy your digital movie collection in the cloud. Once you own the UltraViolet digital version of *The Smurfs™*, you can instantly stream and download your movie across your favorite devices, both at home and on the go. You can even share your collection with up to five household members. UltraViolet gives you more, making owning your digital movies better than ever.

Cineplex-Ipsos Reid research shows Canadian parents have seen their children’s favourite movie an average of 33 times, making this bundled option an ideal way to build your collection of beloved animated movies for the future.

SuperTicket sales for *The Smurfs™ 2* open Friday, July 19, 2013, at [Cineplex.com](http://Cineplex.com), participating Cineplex theatre box offices or automated ticketing kiosks, or using the Cineplex mobile app.

“*The Smurfs™ 2* is one of the year’s most anticipated animated movies and SuperTicket is the quickest and most convenient way to purchase a movie ticket and pre-ordered digital title, all while earning bonus SCENE points and receiving an UltraViolet version of the first movie in the series,” said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. “And you get it all without the risk of taking on Gargamel and Azrael.”

*The Smurfs™ 2* SuperTicket will cost \$19.99 for a standard definition digital download, or \$24.99 for a high definition digital download, plus the cost of the theatrical movie ticket.

Purchasing a SuperTicket couldn’t be easier:

- Purchase a SuperTicket at [Cineplex.com](http://Cineplex.com), a participating Cineplex theatre box office or an automated ticketing kiosk. You can also purchase a SuperTicket using the Cineplex mobile app.
- Guests will receive two vouchers – one for theatre admission and the other containing a unique access code, which they can redeem for the UltraViolet digital version at [SuperTicket.com](http://SuperTicket.com).
- When the movie and bonus digital content are available, it will be automatically added to the purchaser's Cineplex Store locker – available at [CineplexStore.com](http://CineplexStore.com).

*The Smurfs™ 2* opens Wednesday, July 31, 2013, in most Cineplex theatres.

### **About The Smurfs™ 2**

In *The Smurfs™ 2*, the sequel to Columbia Pictures/Sony Pictures Animation's hybrid live action/animated family blockbuster comedy *The Smurfs*, the evil wizard Gargamel creates a couple of mischievous Smurf-like creatures called the Naughties that he hopes will let him harness the all-powerful, magical Smurf-essence. But when he discovers that only a real Smurf can give him what he wants, and only a secret spell that Smurfette knows can turn the Naughties into real Smurfs, Gargamel kidnaps Smurfette and brings her to Paris, where he has been winning the adoration of millions as the world's greatest sorcerer. It's up to Papa, Clumsy, Grouchy, and Vanity to return to our time, reunite with their human friends Patrick and Grace Winslow, and rescue her! Will Smurfette, who has always felt different from the other Smurfs, find a new connection with the Naughties Vexy and Hackus – or will the Smurfs convince her that their love for her is True Blue? The film is directed by Raja Gosnell and produced by Jordan Kerner. The screenplay is by J. David Stem & David N. Weiss and Jay Scherick & David Ronn and Karey Kirkpatrick with a story by J. David Stem & David N. Weiss & Jay Scherick & David Ronn, Based on the Characters and Works of Peyo.

### **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 and the online sale of home entertainment content through [CineplexStore.com](http://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 136 theatres with 1,454 screens from British Columbia to Quebec, serving approximately 71 million guests annually through the following theatre brands: Cineplex Odeon, SilverCity, Galaxy Cinemas, Colossus, Coliseum, Scotiabank Theatres, Cineplex Cinemas, Cineplex VIP Cinemas, Famous Players and Cinema City. 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).

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