

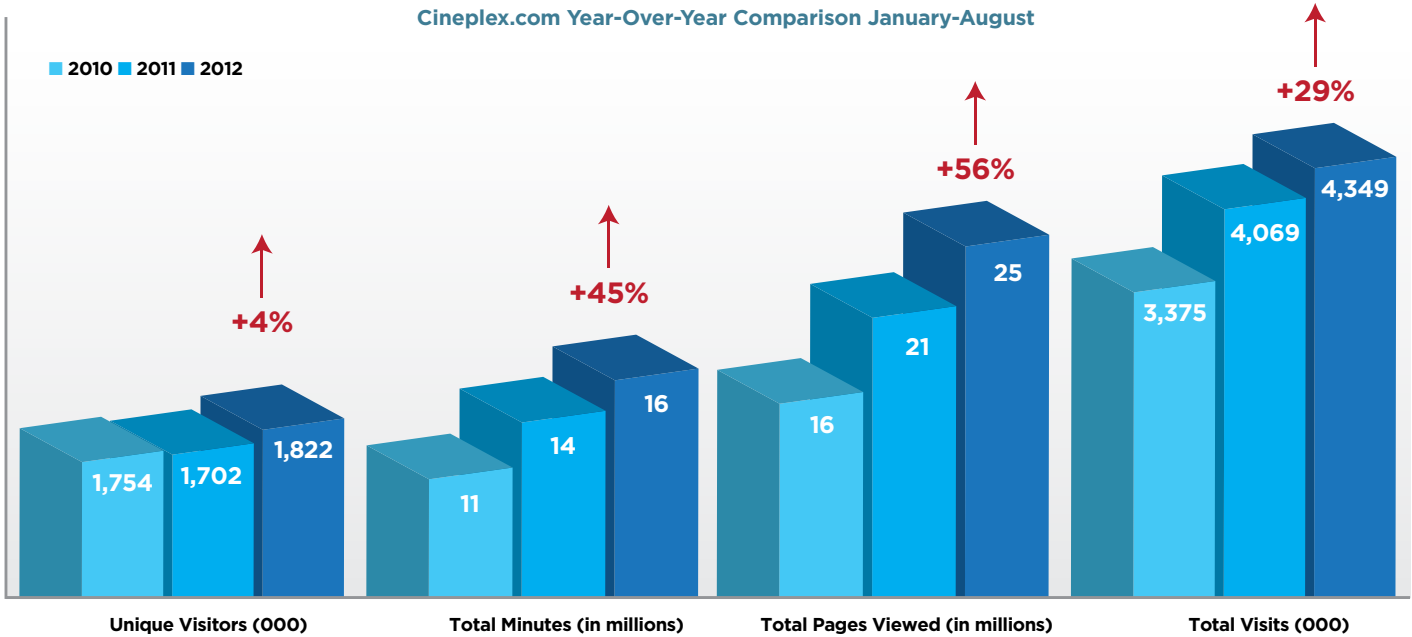
Cineplex.com is #1, delivering more unique visitors per month than any other Canadian movie site, with average monthly reach of **7% of all online users**.

Movie fans flock to Cineplex.com, with more than 1.8-million unique visitors and more than 21-million page views per month*. It's their one-stop destination for Canada's most dynamic movie and celebrity content, including interviews with A-list stars from the pages of *Cineplex Magazine* and *Le magazine Cineplex*, daily news updates from throughout the entertainment world, trailers for current and forthcoming films, quizzes, galleries, special-event coverage and microsites such as TIFF, box-office results, exclusive video footage and coast-to-coast cinema listings, plus online ticket purchasing.

*Source: ©2012 comScore, Inc. Jan-Aug

Canada's #1 Movie Site Grows Bigger Every Year

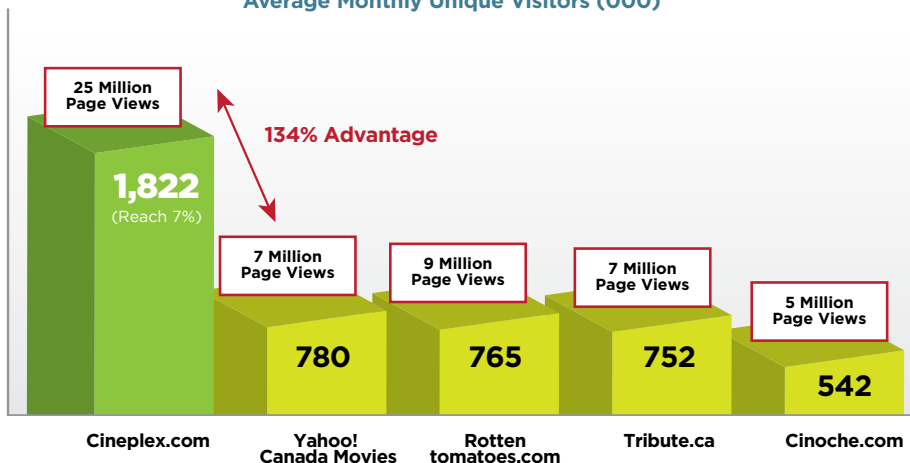
Cineplex.com Year-Over-Year Comparison January-August



SOURCE: comScore®, Jan-Aug data

Top-5 Canadian Movie Sites

Average Monthly Unique Visitors (000)



SOURCE: comScore®, Jan-Aug 2012

Ad Sizes

- LEADERBOARD** IMU=728 x 90
- BIG BOX** IMU=300 x 250
- SKYSCRAPER** IMU=160 x 600
- VOKEN** IMU=500 x 500
- TAKE OVER** (LB, BB, Wallpaper)
- VIDEO ADVERTISING**
:15 sec clickable video
- NEWSLETTER**
IMU=320 x 250
(Static banner)
- PRINT SKIP SCAN**
Online ticketing

*Please speak to your Cineplex Media account manager for more information.

New Interactive Advertising Bureau (IAB) 'Rising Stars' ad units enabling richer on-line advertising presence are available on Cineplex.com upon request

Stand Out on Cineplex.com

All creative specs can be downloaded from Cineplexmedia.com



■ Page Skins

Dominate theatre and movie detail pages with Page Skins that integrate the Leaderboard, Big Box and surrounding page background.

■ Catfish

Remain front-and-centre with Catfish messaging, featuring ad units that stay at the bottom of the screen as content is scrolled.

■ Cineplex Newsletters

Reach more than 327,000 subscribers to Cineplex e-newsletters in English and French.



■ Geo-Targeting

All Cineplex.com ad units can be targeted by Province, city, theatre or site section.

■ Contests and Promotions

Cineplex.com visitors are avid contest fans, particularly when contests are in sync with movie and celebrity content.

■ SCENE Promotions

Advertisers can target SCENE members demographically, psychographically or based on their moviegoing history.



■ Online Ticketing Ad Placement

Ads can be incorporated into movie tickets purchased on-line.

■ Pre-Roll / Post-Roll

Attach 15-second ads to movie trailers or other video content. Offered with an adjacent Big Box unit, Pre- and Post-Rolls deliver above-average click-through rates.

■ Content Sponsorships

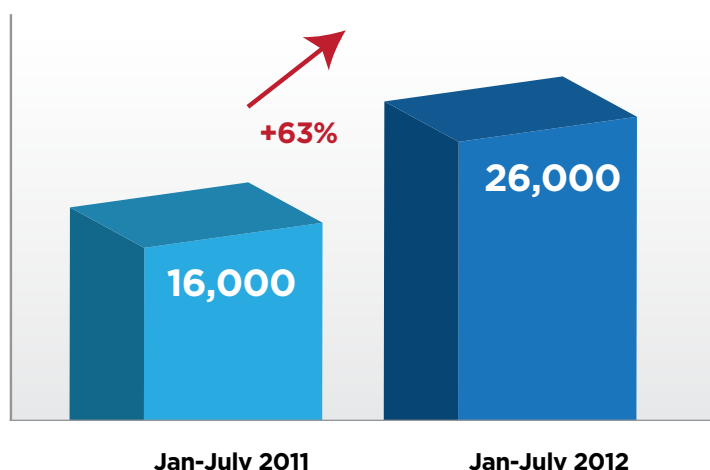
Ask about sponsorship or domination of special content and microsites within Cineplex.com

LANDMARKCINEMAS.CA

An ideal way to amplify your Cineplex.com buy across Western Canada, the official site for Landmark Cinemas' 33-theatre chain—spanning Manitoba, Saskatchewan, Alberta, B.C. and the Yukon—features show times, trailers and coming attractions.

Landmarkcinemas.ca Unique Visitors Grew 63% in 2012 and Deliver Incremental Reach of the West with only 34% Duplication with Cineplex.com

Avg Monthly Unique Visitors Landmarkcinemas.ca

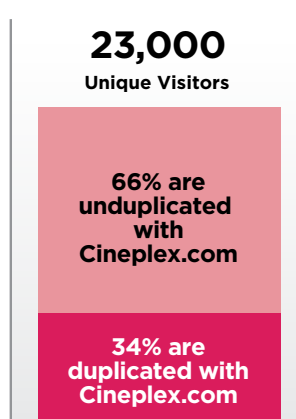


Jan-July 2011

Jan-July 2012

SOURCE: comScore®, Jan-July 2012

Landmark % Duplication with Cineplex.com



23,000

Unique Visitors

66% are unduplicated with Cineplex.com

34% are duplicated with Cineplex.com

SOURCE: comScore®, July 2012

Ad Sizes

All Ad Units appear on every page except the Cinema Selector Page

LEADERBOARD

IMU=728 x 90
(target size 50kb)

BIG BOX

IMU=300 x 250
(target size 50kb)

SKYSCRAPER

IMU=160 x 600
(target size 50kb)

TAKEOVER

IMU=2000 x 1200
(target size 380kb)

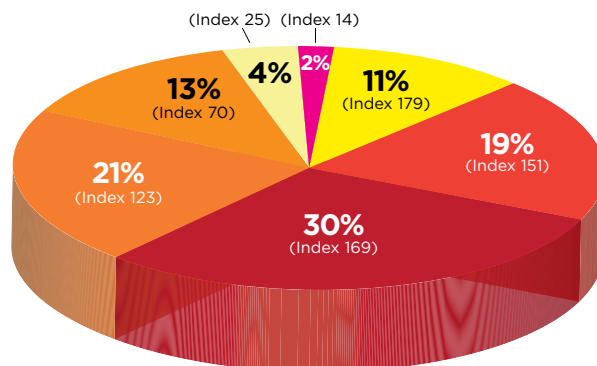
Serving up precisely the movie content that film fans want on the fly—synopses, show times, theatre locations and easy ticket purchase, plus breaking celebrity news, trailers, exclusive video footage and the interactive edition of Cineplex Magazine—Cineplex Mobile is Canada’s 10th largest mobile brand, delivering more than 2 million unique visitors per month.*

*SOURCE: MobiLens June, 2012



Cineplex Mobile Subscribers

Cineplex Mobile Subscriber Composition (%)



■ P 12-17 ■ A 18-24 ■ A 25-34 ■ A 35-44
■ A 45-54 ■ A 55-64 ■ A 65+

Gender Split - 49% Men / 51% Women

Affluent - 35% HHI \$100k+ (Index 162)

Educated - 25% have a bachelor's degree (Index 119)
- 10% have a post-graduate degree (Index 125)

Source: comScore, MobiLens June 2012

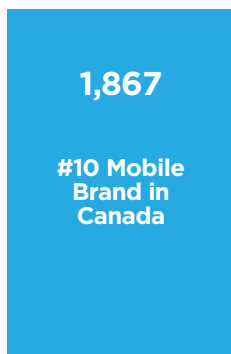
Cineplex Mobile

Cineplex Mobile is Canada's 10th Largest Mobile Brand and Delivers Larger Average Monthly Unique Visitors than the Parent Online Site

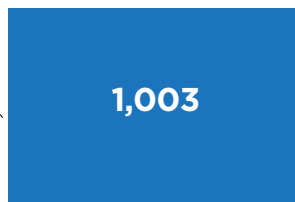
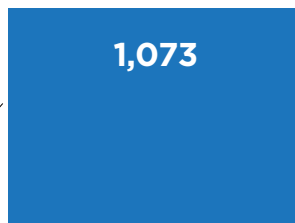
Cineplex.com & Cineplex Mobile
Average Monthly Unique Visitors (000)



Cineplex.com
-Access from home / work computers



Cineplex Mobile
-Access from mobile devices



SOURCE: comScore, Jan-Aug 2012; MobiLens Jan-June 2012



Mobile Ad Size

MOBILE BANNERS
Mobile Site
IMU=320 x 50