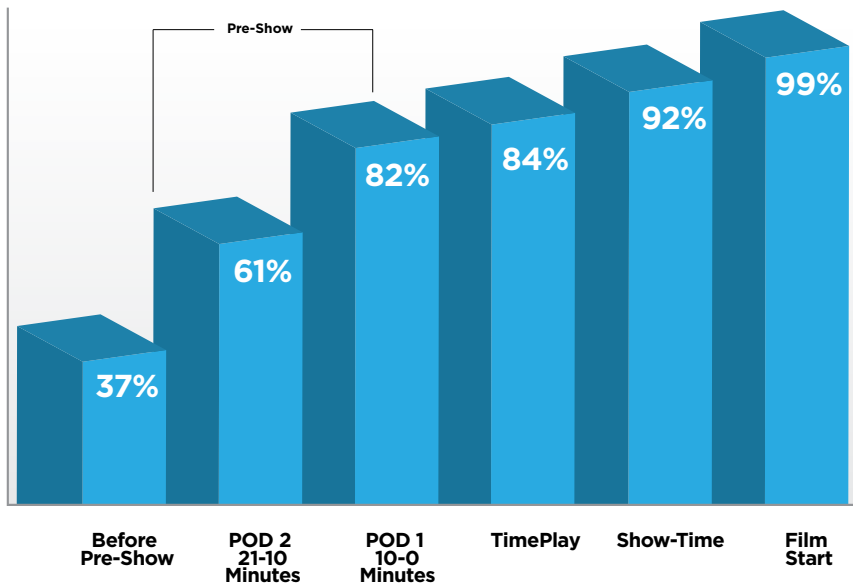


PRE-SHOW

The show begins long before the movie starts. Today's movie audiences expect to be entertained from the moment they arrive in their seats. Cineplex Media's Pre-Show grabs their immediate attention with a richly engaging mix of star profiles, interviews, showbiz news and trivia and regular segments like Gear Guide™, devoted to the latest in high-tech gadgetry, and Fashion Forward™. Advertising integrated into the Pre-Show delivers exceptional results.

Audience Build Prior to Feature Start

Average 37% Final Screen Audience Seated Prior to Pre-Show Start
% Total Audience in Auditorium (Average All Releases)



*SOURCE: Audience Arrival Audit 2012, Strategic Marketing Counsel

PRE-SHOW FORMATS

All Pre-Shows run for 21 minutes prior to showtime and are projected in a 16 X 9 format. Advertising may be placed in front of all family genre and / or adult genre films. The Pre-Show offers national coast-to-coast coverage as well as regional and market-specific flexibility.

Timed:

It's a digital world! The age of Digital Cinema Projection is here and expanding rapidly. Cineplex Media timed Pre-Shows are now presented on-screen via Digital Cinema Projection, delivering unprecedented visual impact. Timed Pre-Show screens offer TWO timed PODs for advertising: POD 1 (0-10 minutes to showtime), POD 2 (10-21 minutes to showtime), with delivery to the screen via server-based scheduling (Cineplex and Landmark* locations) or hard drive (Empire Theatres locations).

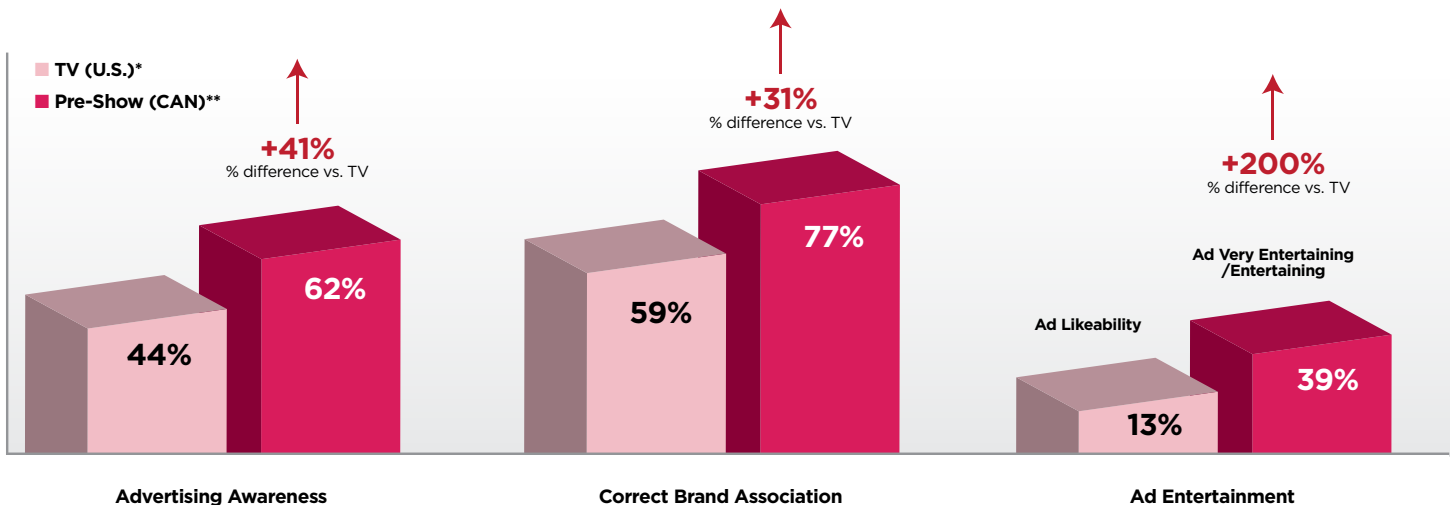
Looped:

Looped Pre-Show screens are delivered via DVD projection with the show running in a continuous loop during the 21-minute Pre-Show period. All advertising is purchased as Run-of-Schedule (ROS).

See the locations list for Pre-Show theatres and circuits. (*Landmark locations will be converted from DVD to server system during Q1 of 2013)

Cinema Ad Effectiveness

Canadian Cinema Advertising Impact Measures of Ad Awareness, Correct Brand Association, and Ad Entertainment are Considerably Stronger than Comparable U.S. TV Measures



SOURCE: *Nielsen Advertising Fact Sheet Sept 2010, USA; **Cinema Advertising Impact Study 2007-2012, Strategic Marketing Counsel;

2013 ADVERTISING PRODUCTION SCHEDULE

Timed Pre-Show: HD Server-Based Delivery

Month	Start / End Date	Material Due	Cycle Weeks
Jan.	Dec. 28 - Jan. 31	Dec. 12, 2012	5
Feb.	Feb. 1 - Feb. 28	Jan. 23, 2013	4
Mar.	Mar. 1 - Mar. 28	Feb. 20, 2013	4
Apr.	Mar. 29 - Apr. 25	Mar. 20, 2013	4
May	Apr. 26 - May 30	Apr. 17, 2013	5
June	May 31 - June 27	May 22, 2013	4
July	June 28 - Aug. 1	June 19, 2013	5
Aug.	Aug. 2 - Aug. 29	July 24, 2013	4
Sept.	Aug. 30 - Sept. 26	Aug. 21, 2013	4
Oct.	Sept. 27 - Oct. 31	Sept. 18, 2013	5
Nov.	Nov. 1 - Nov. 28	Oct. 23, 2013	4
Dec.	Nov. 29 - Jan. 2	Nov. 20, 2013	5
Jan.	Jan. 3 - Jan. 30	Dec. 13, 2013	4

Timed Pre-Show: HD Hard Drive (Empire Theatres) and DVD Loop

Month	Start / End Date	Material Due	Cycle Weeks
Jan.	Dec. 28 - Jan. 31	Dec. 4, 2012	5
Feb.	Feb. 1 - Feb. 28	Jan. 16, 2013	4
Mar.	Mar. 1 - Mar. 28	Feb. 12, 2013	4
Apr.	Mar. 29 - Apr. 25	Mar. 13, 2013	4
May	Apr. 26 - May 30	Apr. 10, 2013	5
June	May 31 - June 27	May 14, 2013	4
July	June 28 - Aug. 1	June 12, 2013	5
Aug.	Aug. 2 - Aug. 29	July 17, 2013	4
Sept.	Aug. 30 - Sept. 26	Aug. 14, 2013	4
Oct.	Sept. 27 - Oct. 31	Sept. 11, 2013	5
Nov.	Nov. 1 - Nov. 28	Oct. 16, 2013	4
Dec.	Nov. 29 - Jan. 2	Nov. 13, 2013	5
Jan.	Jan. 3 - Jan. 30	Dec. 4, 2013	4



All creative specs can be downloaded from Cineplexmedia.com

PRE-SHOW CONTENT SPONSORSHIP

Integrate your brand with Pre-Show content by sponsoring recurring segments like Gear Guide and Fashion Forward with pre- and post-segment acknowledgements, or work with Cineplex Media's content specialists to create customized segments tailored to your target audience and your brand. Opt for a month-long sponsorship or develop maximum synergy with a long-term program. Sponsorships can be segmented by market or can be attached exclusively to adult- or family-oriented releases.

2013 Content Production Schedule: Pre-Show Content

Month	Start / End Date	Material Due	Cycle Weeks
Jan.	Dec. 28 - Jan. 31	Nov. 23, 2012	5
Feb.	Feb. 1 - Feb. 28	Jan. 4, 2013	4
Mar.	Mar. 1 - Mar. 28	Jan. 31, 2013	4
Apr.	Mar. 29 - Apr. 25	Mar. 1, 2013	4
May	Apr. 26 - May 30	Mar. 28, 2013	5
June	May 31 - June 27	May 2, 2013	4
July	June 28 - Aug. 1	May 31, 2013	5
Aug.	Aug. 2 - Aug. 29	July 5, 2013	4
Sept.	Aug. 30 - Sept. 26	Aug. 1, 2013	4
Oct.	Sept. 27 - Oct. 31	Aug. 29, 2013	5
Nov.	Nov. 1 - Nov. 28	Oct. 3, 2013	4
Dec.	Nov. 29 - Jan. 2	Nov. 1, 2013	5
Jan.	Jan. 3 - Jan. 30	Nov. 29, 2013	4

