



Advertising Policy for Cineplex Media

A. Purpose

As representatives of movie theatre entertainment venues, Cineplex strives to ensure that all advertising displayed in all Cineplex media (including on-screen, in-theatre, publication or website advertising) is appropriate for the respective audience and exhibits appropriate entertainment value to ensure an optimal movie going and entertainment experience. The primary goals for advertising placed in Cineplex media are to: (1) provide a major and necessary source of income to Cineplex; (2) engage our guests and customers in an entertaining experience; and (3) ensure compliance with all applicable laws, including human rights laws.

B. Scope:

This policy applies to all Cineplex employees and particularly to media sales employees.

C. Advertising Guidelines and Policy:

Advertising creative for all Cineplex media is subject to approval prior to placement using an internal approval process. The criteria for evaluation of any advertising shall include the following considerations:

- I. All advertising placed in the various forms of Cineplex media must comply with all applicable laws, including human rights laws, so as not to discriminate on the basis of any protected class of individuals or groups.
- II. Cineplex will not accept advertising that either espouses insults or hate or that is demeaning towards individuals or groups.
- III. Advertising must not contain inaccurate or deceptive claims, statements, illustrations or representations, either direct or implied, with regard to a product or a service and must not omit relevant information in a manner that, in the result, is deceptive. Both in principle and in practice, all advertising claims and representations must be supportable.
- IV. Cineplex will not accept advertising intended to inappropriately leverage or address any current or past theatrical movie release.
- V. Cineplex will not accept advertising that may infringe on intellectual property unless the advertiser has specifically acknowledged all rights to the relevant intellectual property.
- VI. Cineplex reserves the right to limit the exhibition of on-screen creative messages to specific adult releases in the event that the creative contains guns or other weapons, acts of violence, images of an adult nature, content or language that is inappropriate to a particular (i.e., family, youth) audience.

- VII. Cineplex employees shall make every effort to ensure that advertising prior to “G” (‘general admission’) rated films is appropriate for all audiences.
- VIII. Cineplex will not accept advertising the content of which audience members would likely perceive as espousing a partisan message with the intent to persuade or influence audiences to make personal decisions pertaining to personal beliefs on matters of conscience (e.g. politics, religion, etc). Cineplex will therefore not accept advertising which supports a particular political party, candidate, party platform, election issue or a particular religion. Any decision to reject such advertising shall be based on the content of the advertisement and shall not be based upon the identity of the group or individual wishing to purchase the advertisement.
- IX. Claims or positions made in any advertisement appearing in any Cineplex media shall not be attributed to nor deemed to be claims or positions of Cineplex.
- X. Cineplex will not accept advertising content determined, in its sole discretion, to be contrary to its business interests.
- XI. In-theatre sampling activity and/or activation must be accompanied by a combination of other Cineplex media options. All samples and/or kiosk activations must be pre-approved for distribution / placement and must offer value to the movie-going guest as product sample or value coupon.
- XII. Cineplex’s accepted on-screen advertising messages must be in alignment with North American cinema audio standards adopted by National Association of Theater Owners. The standard sound level for all pre-show content (including Digital – Pre-show, 35MM rolling stock and trailers) is not to exceed a mean level of 82dB. Advertising with sound levels exceeding this maximum will not be placed.
- XIII. Cineplex reserves the right to cease exhibition of any advertising content that elicits a significant negative response from Cineplex’ customers, regardless of prior approval.
- XIV. Cineplex shall not be liable for any production costs assumed in connection to any creative deemed unacceptable for exhibition in any media property no matter whether the creative is deemed unacceptable before or after exhibition or placement.

Approved September 25, 2007