



**FOR IMMEDIATE RELEASE**

**Cineplex Entertainment to significantly expand its D-BOX footprint**

Canada's Largest Film Exhibitor Expands Roll-Out of Immersive Cinema Experience to Theatres from Coast-to-Coast

**Longueuil, Québec - March 7, 2016** - D-BOX Technologies Inc. (TSX: DBO) and Cineplex Entertainment (TSX: CGX) announced today an agreement that will see the installation of D-BOX motion systems into 23 additional auditoriums across Canada. D-BOX motion seats are a premium movie-going experience and one of the hottest technologies in cinema today. The seats, which can be reserved in advance, immerse guests into the movie by moving in synchronisation with the action occurring on the big screen.

Cineplex currently has a network of 163 theatres in every province across Canada, 44 of which have auditoriums equipped with two rows of D-BOX Motion Seats. Over the coming year, additional seats will be installed into 23 auditoriums in communities across Canada, increasing by more than 50 per cent its current install base to 67 auditoriums.

"We are pleased to expand our relationship with Cineplex, Canada's leading theatre exhibitor and one of North America's top operators," stated Claude Mc Master, President and CEO of D-BOX Technologies Inc. "Today's announcement is further evidence of the popularity of D-BOX's experience and the appeal of its business model for exhibitors. With a strong Canadian coast to coast retail presence and a fast growing footprint, D-BOX can expect increasing brand awareness and accelerated growth in all of its business segments. More so, with a unique positioning at the convergence of virtual reality and entertainment, D-BOX is also one of the key players that will redefine the entertainment and simulation worlds of tomorrow."

"Canadians love D-BOX seats and we're excited to give them the opportunity to love them even more by expanding our network across the country," said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. "Last year premium movie experiences including D-BOX accounted for nearly 40 per cent of our box office revenue, so it is clear that Canadians seek premium entertainment options when going to the movies."



**About D-BOX Technologies Inc.**

D-BOX Technologies Inc. designs, manufactures and commercialize cutting-edge motion systems intended for the entertainment and industrial markets. This unique and patented technology uses motion effects specifically programmed for each visual content which are sent to a motion system integrated into either a platform, a seat or any other product. The resulting motion is perfectly synchronized with the on-screen action, thus creating an unparalleled realistic immersive experience.

D-BOX®, D-BOX Motion Code®, LIVE THE ACTION®, MOTION ARCHITECTS® and MOVE THE WORLD® are trademarks of D-BOX Technologies Inc. Other names are for informational purposes only and may be trademarks of their respective owners.

**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 service, amusement gaming, alternative programming (Cineplex Events), Cineplex Media, Cineplex Digital Media, 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 163 theatres with 1,666 screens from coast to coast, serving approximately 77 million guests annually through the following theatre brands: Cineplex Odeon, SilverCity, Galaxy Cinemas, Scotiabank Theatres, Cineplex Cinemas and Cineplex VIP Cinemas. 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).

-30-

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