

CINEPLEX

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Terms and Conditions

Life Made Delicious – Free Movie Offer Promotional Site

Free Movie Offer Promotion Terms and Conditions

1. Definitions: The following terms have the following meanings:

(a) The term "**Free Movie Offer**" refers to the offer options described below, each of which may be obtained by purchasing one (1) or two (2) of the specially-marked General Mills Canada Corporation ("General Mills") brand products ("Participating Product(s)") and then redeeming the **Code or Codes** found inside the Participating Product package for the Movie Offer Selections on the product packaging. The number of Codes required for each offer option is indicated in Section 2 below. General Mills' Old El Paso* brand Dinner Kit products ("OEP Products") are among those General Mills products which are participating in the Free Movie Offer. However, the OEP Products will not feature a code; they will feature a cut out coupon for a Free Movie Snack instead.

(b) The term "**Code**" refers to the string of fourteen (14) numbers in this format XXXXXXXXXXXXXXX, printed on the inside of the Participating Products. Each unique **Code** shall be redeemable for one (1) of the Movie Offer Selections outlined below.

(c) The term "**Movie Offer Selection**" refers to the specific offer option featured on the Participating Products listed in section (e) below.

(d) The term "**Offer Period**" refers to time period from approximately December 15, 2012 through February 15, 2013, during which the Participating Products will be available for purchase in retail stores nationwide and WHILE SUPPLIES LAST.

(e) The term "**Participating Product(s)**" refers to specially marked boxes of the individual General Mills Products listed under the following five (5) product categories:

Ready to Eat Cereals:

Adult

Cheerios* 400g, Banana Nut Cheerios* 345g, Multi-Grain Cheerios* 390g, Chocolate Cheerios* 350g, Oatmeal Crisp* Almond 475g, Oatmeal Crisp* Maple 460g, Oatmeal Crisp* Triple Berry 425g, Oatmeal Crisp* Raisin 505g and Oatmeal Crisp* Vanilla Almond 465g.

Child

Honey Nut Cheerios* 460g, Apple Cinnamon Cheerios* 500g, Golden Grahams 340g, Lucky Charms* 330g, Nesquik* 340g, Reese Peanut Butter Puffs* 365g, Cinnamon Toast Crunch* 360g, French Toast Crunch* 380g,

Nature Valley* Granola Bars:

Nature Valley* Crunchy Honey & Oats, Nature Valley* Crunchy Peanut Butter, Nature Valley* Trail Mix Fruit & Nut, Nature Valley* TrailMix Dark Chocolate, Nature Valley* Sweet & Salty Dark Chocolate Nut, Nature Valley* Sweet & Salty Almond, Nature Valley* Sweet & Salty Peanut 175g – 230g

Betty Crocker* Child Snacks:

Betty Crocker* Fruit by the Foot*, Betty Crocker* Gushers* and Betty Crocker* Dunkaroos* 120g – 170g

Old El Paso* Dinner Kits:

Old El Paso* Stand N Stuff Dinner Kit, Old El Paso* Hard & Soft Dinner Kit, Old El Paso* Soft Taco Dinner Kit, Old El Paso* Hard Taco Dinner Kit, Old El Paso* Fajita Dinner Kit, Old El Paso* Smart Fiesta Soft Taco Kit, Old El Paso* Smart Fiesta Hard Taco Kit 227g – 470g

(f) The term “**Participating Theatres**” refers to the following Cineplex Entertainment LP (“Cineplex”) theatres: Cineplex Odeon, SilverCity, StarCité, Colossus, Coliseum, Coliséé, Scotiabank Theatre, Cinema City, Famous Players and Galaxy Cinemas.

2. The Movie Offer Selections are as follows and are subject to the restrictions set out in section 3 (f) below:

Adult Cereals:

(1) From February 1, 2013 through February 28, 2013, one (1) **Code** found on participating Adult Cereal packages may be redeemed for a “One (1) Free Movie Ticket (General Admission)” offer.

OR

(2) From March 1, 2013 through May 31, 2013, one (1) **Code** found on participating Adult Cereal packages may be redeemed for a “Buy 1 General Admission Movie Ticket, Get 1 General Admission Movie Ticket Free” offer.

Child Cereals:

(1) From February 1, 2013 through February 28, 2013, one (1) **Code** found on participating Child Cereal packages may be redeemed for a “One (1) Free Movie Ticket (Child Admission)”;

OR

(2) From March 1, 2013 through May 31, 2013, one (1) **Code** found on participating Child Cereal packages may be redeemed for a “Buy 1 Child Admission Movie Ticket, Get 1 Child Admission Movie Ticket Free” offer.

Nature Valley* Granola Bars:

From February 1, 2013 through May 31, 2013, two (2) unique **Codes** found on participating packages of Nature Valley* Granola Bars may be redeemed for a “Buy 1 General Admission Movie Ticket, Get 1 General Admission Movie Ticket Free” offer.

Betty Crocker* Child Snacks:

From February 1, 2013 through May 31, 2013, two (2) unique **Codes** found on packages of participating Betty Crocker* Child Snacks may be redeemed for a “Buy 1 Child Admission Movie Ticket, Get 1 Child Admission Movie Ticket Free” offer.

Old El Paso* Dinner Kits:

From February 1, 2013 through May 31, 2013 a cut out coupon for a Free Movie Snack to be redeemed at Participating Theatres. A Free Movie Snack shall consist of one (1) of the following options: regular or large candy, nachos, small popcorn or small drink

3. How To Redeem Your **Code(s)**:

(a) **You are limited to one (1) Movie Offer Selection for each Code you redeem.**

(b) Printed inside each of the specially marked Participating Product packages will be a "**Code**". You must go to www.Cineplex.com/freemovieoffer ("**Code Website**"), and agree to comply with these Terms and Conditions. You will then be redirected to the Cineplex website where you will be required to select the movie, theatre location, show date and time of your choice. You will be asked to enter the **Code** or Codes, as required to take advantage of the Free Movie Offer. If you select a movie that is defined as a Premium Service (as set out in section (f) below) you will be required to pay for the surcharge using one of the payment options available to you on the Cineplex website. Once the transaction has been confirmed you will receive a confirmation e-mail from Cineplex, providing you with the actual movie ticket or tickets to be printed and presented at the Participating Theatre. Please retain that e-mail until you go to the movie.

(c) The Participating Products are valid WHILE SUPPLIES LAST.

(d) Free Movie Offer has no cash value. Offer is valid at Participating Theatres.

(e) You must redeem your **Code(s)** and complete the online ticketing process **no later than May 31, 2013**.

(f) There will be an applicable surcharge per paid and/or free tickets applied for IMAX®, UltraAVX®, D-Box®, VIP (19+) Room admission or Digital 3D presentations ("**Premium Service**"). Admission offers are not valid for non-feature film entertainment, cannot be combined with any other promotion, coupon, voucher or special discount offer and are not eligible to earn SCENE® points. Child admission offers are not valid for VIP Room admissions. All movie tickets obtained via this Free Movie Offer are valid Sunday through Thursday only. Each Free Movie Offer is non-refundable, not redeemable for cash and not for resale. No time extensions will be provided. ADDITIONAL RESTRICTIONS MAY APPLY. NO SUBSTITUTIONS.

(g) Neither Cineplex Entertainment LP ("**Cineplex**") or General Mills will be responsible for lost, late, incomplete or misdirected requests, any failure of the Code Website on or before **May 31, 2013** or for any problems or technical malfunction of a telephone or broadcast network or lines, computer on-line systems, servers, access providers, computer equipment, software, failure of any e-mail, on-line, or Internet request to be received by General Mills or Cineplex providers on account of technical problems or traffic congestion on the Internet, or any combination thereof that may affect an individual's ability to submit a request, or for any injury or damage to any person or to a consumer's or any other person's computer or property related to or resulting from downloading any material in connection with this promotion. You may wish to print a copy of your completed confirmation form and keep it for your records.

(h) The Free Movie Offer is only available in Canada. No part of the Free Movie Offer or Code Website is targeted to attract anyone under 13 years of age. We request that children under 13 years of age do not disclose or provide any personal information and that they ask a parent or guardian to redeem the Code(s) on their behalf.

(i) Cineplex and General Mills each respectively accept no liability or responsibility, financial or otherwise, for loss, theft, or misuse of **Codes** or movie tickets or your participation in the Free Movie Offer, and are not liable or responsible for any damage, inconvenience, expense, personal loss, property loss, injury, accident, death, illness or liability of any nature relating to the use by the consumer. The consumer acknowledges and agrees that by redeeming a **Code or Codes** for a Free Movie Offer he or she acknowledges and agrees with the limitations of liability as set forth in this paragraph.

(j) General Mills reserves the right to verify the validity of all redemptions and disqualify any claimant for tampering with the redemption process or for making a redemption attempt which is not in accordance with these Terms and Conditions.

(k) Reproduction, purchase, sale or trade of **Codes** is prohibited. Void where prohibited, taxed or restricted by law.

(l) Nature of the Movie Offer Selection provided may vary depending on which Participating Product you purchased and the month in which you redeem your **Code or Codes**.

(m) The personal information collected on Code Website will only be used by General Mills for the purpose of fulfilment and administration of this promotion, unless otherwise authorized by the consumer. All use of your personal information collected by General Mills shall be in accordance with the General Mills Privacy Policy as set out below. In order to redeem the Code and receive your movie ticket(s) you will be redirected to the Cineplex website. All personal information provided on the Cineplex website shall be used in accordance with the Cineplex Privacy Policy (<http://www.cineplex.com/Global/PrivacyPolicy.aspx>). Cineplex will only use your personal information to process the transaction and email you your movie ticket(s).

(n) There is no limit on the number of Codes that you can redeem, except that you may redeem no more than fifteen (15) Codes during one (1) session on the Cineplex website.