



D-BOX pursues its expansion with Cineplex adding a new location in Belleville, Ontario

Montreal, (Québec) April 20, 2018 - D-BOX Technologies Inc. (TSX:DBO), a world leader in immersive entertainment experiences, is pleased to announce the addition of D-BOX motion seats at Cineplex's *Galaxy Cinemas Belleville*. Beginning April 19, guests can experience one of the most innovative technologies in cinema today, with 2 rows of D-BOX seating.

D-BOX Motion Seats are a premium movie-going experience that provide a multi-sensory enhancement to the action on the screen. From blockbuster action movies to musical family features, D-BOX seats can be coded to move in concert with the action on the big screen. Guests can customize their experience by controlling the intensity of the movement produced by their seat using controls in the seat's armrest.

Cineplex customers in Belleville, Ontario will now have the opportunity to discover the kind of unique cinematic immersive experiences that have enthralled audiences all over the globe. The unparalleled motion technology has been used with great success in recent blockbusters like *Black Panther*, *Ready Player One* and *Pacific Rim Uprising*. What's more, it answers the worldwide trend towards premium experiences that are designed to attract more customers and boost box office revenue.

"D-BOX and Cineplex share a commitment to offering movie-goers incredible, in-theatre experiences," says Claude Mc Master, President and CEO of D-BOX. "We are happy to team up with them once again to introduce more Canadians to a thrilling night at the movies in which the viewer becomes totally immersed in the story."

The newest installation at *Galaxy Cinemas Belleville* marks the 83rd location at which Cineplex offers D-BOX Motion Seats. At the end of last year, Cineplex and D-BOX also partnered to launch Canada's First D-BOX VR Cinematic Experience.

ABOUT D-BOX

D-BOX redefines and creates hyper-realistic, immersive entertainment experiences by moving the body and sparking the imagination through motion. This expertise is one of the reasons why D-BOX have collaborated with some of the best companies in the world to deliver new ways to enhance great stories. Whether it's movies, video games, virtual reality applications, themed entertainment or professional simulation, D-BOX mission is to move the world.

D-BOX Technologies Inc. is a publicly traded Canadian company listed on the Toronto Stock Exchange (TSX: DBO). The head office is located in Montreal and offices are based in Los Angeles, USA and Beijing, China. D-BOX is present in 40 countries in over 660 screens in the world. www.d-box.com

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