



**D-BOX and Cineplex strengthen partnership to reach new milestone
with 100 auditoriums in select markets in Canada**

Montreal, (Quebec) March 28, 2019 - D-BOX Technologies Inc. (D-BOX)(TSX:DBO), a world leader in immersive motion entertainment experiences and Cineplex, a leading entertainment and media company, are pleased to announce the addition of D-BOX motion seats to an additional 10 Cineplex auditoriums across Canada. The addition of these locations brings the total number of auditoriums at Cineplex theatres to 100, a proud new milestone for D-BOX.

“We are always happy to partner with Cineplex because it means we can bring the D-BOX experience to more Canadians. Reaching 100 auditoriums in the Cineplex circuit is an extra special milestone for us,” says Claude Mc Master, President and CEO of D-BOX. “Furthermore, to have our motion technology featured in auditoriums with UltraAVX screens creates an exciting new entertainment experience that transcends the ordinary by completely immersing movie-goers in the story.”

Capitalizing on a worldwide demand for immersive movie-going experiences, Cineplex and D-BOX have continued their partnership to enhance the guest experience and offer some of the latest technology for unparalleled entertainment. Combining the motion of D-BOX seats with the wall-to-wall screens, stunning picture and sound quality available through UltraAVX, Cineplex guests can enjoy the latest blockbusters with an experience that takes movie-going to a new level.

“D-BOX is globally recognized for its technology and innovation and over the past decade, their motion seats have been a much sought-after experience that our guests have loved,” says Dan McGrath, Chief Operating Officer, Cineplex. “We are so pleased to continue our longstanding partnership and are excited to introduce the D-BOX experience to even more Canadians.”

The roll-out of the 10 additional D-BOX locations is scheduled to begin this summer with completion slated for 2020 in select markets across Canada.

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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 has 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 will make sure, you feel it all.

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. www.d-box.com



About Cineplex

Cineplex (TSX:CGX) is a top-tier Canadian brand that operates in the Film Entertainment and Content, Amusement and Leisure, and Media sectors. A leading entertainment and media company, Cineplex welcomes over 70 million guests annually through its circuit of theatres and location based entertainment venues across the country. In addition to being Canada's largest and most innovative film exhibitor, Cineplex also operates successful businesses in digital commerce (CineplexStore.com), food service, alternative programming (Cineplex Events), cinema media (Cineplex Media), digital place-based media (Cineplex Digital Media), amusement solutions (Player One Amusement Group) and an online esports platform for competitive and passionate gamers (WorldGaming.com). Additionally, Cineplex operates a location based entertainment business through Canada's newest destination for 'Eats & Entertainment' (The Rec Room), and will also be opening new complexes specially designed for teens and families (Playdium) as well as exciting new sports and entertainment venues across Canada (Topgolf). Cineplex is a joint venture partner in SCENE, Canada's largest entertainment loyalty program.

Proudly recognized as having one of the country's Most Admired Corporate Cultures, Cineplex employs approximately 13,000 people in its offices across Canada and the United States. To learn more visit Cineplex.com or download the Cineplex App.

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