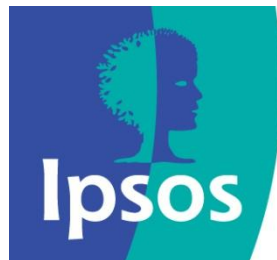


Average Canadian Parent Has Seen Their Children's Favourite Movie About 33 Times

*With Its Release Right Around the Corner, Three in Ten (27%) Canadians
Would Most Want to Be in 'The Smurfs 2' if They Woke Up and Found
Themselves to be an Animated Character*

Public Release Date: Thursday, July 18th, 2013, 7:00 AM EST



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Average Canadian Parent Has Seen Their Children's Favourite Movie About 33 Times

With Its Release Right Around the Corner, Three in Ten (27%) Canadians Would Most Want to be in 'The Smurfs 2' if They Woke Up and Found Themselves to be an Animated Character

Toronto, ON – With summer in full gear and kids out of school and in-doors trying to avoid the season's scorching sun, a typical activity for kids to do to pass the time is watch their favourite movie, with the average parent seeing this favourite film enough times to nearly know it by heart.

A recent study conducted by Ipsos Reid on behalf of Cineplex Entertainment reveals that the average Canadian parent has seen their children's favourite movie approximately 33 times. This is nearly double the amount of times Canadians have seen their own favourite movie (17 times) as discovered in a recent Ipsos/Cineplex release in June.

On average, moms (39 times) have seen their children's favourite movie more often than dads (23 times), while younger the parent, the more times they've watched their child's favourite flick. Young parents (ages 18-34) have watched their children's favourite movie roughly 39 times, ahead of middle-aged parents (ages 35-54, 31 times) and senior parents (ages 55+, 14 times).

These types of beloved children's movies aren't just for kids, as many Canadians willing venture to their local theatre to check out these fun feature films. To accommodate this, Cineplex will release the upcoming summer blockbuster *The Smurfs 2* on their new

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SuperTicket feature, which allows for patrons to purchase a combination ticket where they can watch a movie in-theatres and have access to a digital version of the film before it is released to the public on DVD.

The Smurfs 2 seems fitting for Cineplex's SuperTicket feature as many Canadians wish they could team up with Papa Smurf and Smurfette to take on the evil Gargamel. Three in ten (27%) Canadians would most want a part in the *The Smurfs 2* if they woke up and found themselves to be an animated character. Other upcoming animated features Canadians would want find themselves in should become animated at some point include *How to Train your Dragon 2* (27%), *Despicable Me 2* (19%), *Monster's University* (17%), and *Cloudy with a Chance of Meatballs 2* (10%).



These are some of the findings of an Ipsos Reid poll conducted between May 9th to 14th, 2013 on behalf of Cineplex. For this survey, a sample of 2,104 Canadians who identified themselves as having watched at least one movie, in any format, in the last month, including 535 Canadians with children in the household, from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 2.4 percentage points had all Canadians in this sample universe been surveyed, and +/- 4.8 percentage points had all Canadians in this sample universe who also have kids in the household been surveyed. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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For more information on this news release, please contact:

***Sean Simpson
Associate Vice President
Ipsos Reid
Public Affairs
(416) 572-4474***

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