

The following is a guide that will walk you through, redeeming your voucher purchased from the below General Mills products.



PLEASE READ YOUR VOUCHER OFFER(S)
CAREFULLY!

STEP I – GO TO THE SITE

You may begin the process by visiting www.lifemadedelicious.ca/freemovieoffer.

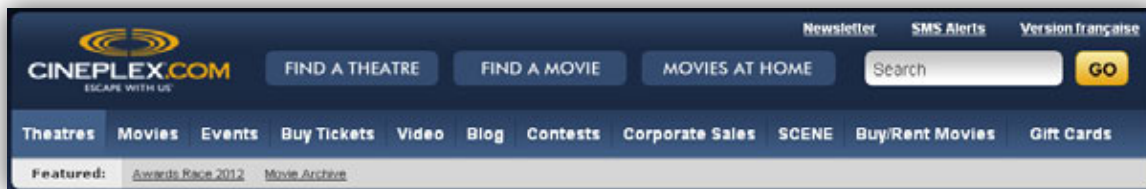
The screenshot shows the Life MADE delicious website. At the top, it says "Life MADE delicious" with a tagline "WHIPPED UP BY YOUR FRIENDS AT GENERAL MILLS CANADA". Below this is a navigation bar with links: RECIPES, VIDEOS, BLOG, TIPS, OFFERS, and PRODUCT PARTY. The main headline is "GET YOUR FREE MOVIE OFFER!" in large, bold letters, with "CINEPLEX" and "ESCAPE WITH US" to the right. Below the headline, it says "FREE** MOVIE OFFERS VALID FEBRUARY 1ST - MAY 31ST, 2012". A sub-headline reads "WE'VE PARTNERED WITH CINEPLEX TO MAKE IT HAPPEN!". The text continues: "Make sure you have your code(s) handy and click on the button below to go to cineplex.com to get your free movie tickets. Come back as often as you like with your new code(s) - the FREE** Movie Offer is valid until May 31st." Below this is a small disclaimer: "Cineplex operates with the genres of G, PG, PG-13 and R only. Adult policy (Cineplex Movies include: Cineplex Edition, Cineplex, The CW, Cartoon, Comedy, Crime, Detective, Thriller, Drama, Horror, Mystery, Sci-Fi, Sports, and TV Series).". There are five product categories, each with an image of a cereal box and a description of the offer: 1. "GET 1 FREE** GENERAL ADMISSION with the purchase of any 1 specially marked adult cereal. Valid for use Sunday through Thursday." 2. "GET 1 FREE** CHILD ADMISSION with the purchase of any 1 specially marked child cereal. Valid for use Sunday through Thursday." 3. "BUY 1 cereal, GET 1 FREE** CHILD ADMISSION with the purchase of any 2 specially marked Betty Crocker® Child Snacks. Valid for use Sunday through Thursday." 4. "BUY 1 cereal, GET 1 FREE** GENERAL ADMISSION with the purchase of any 2 boxes of specially marked Nature Valley® Bars. Valid for use Sunday through Thursday." 5. "BUY 1 cereal, GET 1 FREE** GENERAL ADMISSION with the purchase of any 1 box of specially marked Poldbury® Pasta Pops. Valid for use Sunday through Thursday." At the bottom, there are two buttons: "LEARN MORE ABOUT HOW TO REDEEM" and "GET TICKETS NOW".

This promotion can be only redeemed online. You will be re-directed to Cineplex.com so that you may select you preferred location / movie / showtime.

The screenshot shows the Cineplex.com website. At the top, it says "CINEPLEX.COM" with the tagline "ESCAPE WITH US". Below this is a navigation bar with links: FIND A THEATRE, FIND A MOVIE, MOVIES AT HOME, and a Search bar. Below the navigation bar is a list of links: Theatres, Movies, Events, Buy Tickets, Video, Blog, Contests, Corporate Sales, SCENE, and Buy/Rent M. The main headline is "IT'S EASY TO BUY MOVIE TICKETS ON CINEPLEX.COM HERE'S HOW...". Below this are two columns of instructions: "START WITH NEARBY THEATRES." and "START BY FINDING A MOVIE." Each column has a list of 5 steps. At the bottom of each column is a button: "Buy Your Tickets Now!". Below the instructions is a section titled "Once you have purchased your ticket, print it and take it with you to the theatre. If the theatre has Print/Ship/Scan you can skip the box office line and go directly to the ticket taker who will then scan your printed ticket." At the very bottom, it says "IT'S THAT SIMPLE. ENJOY THE MOVIES!".

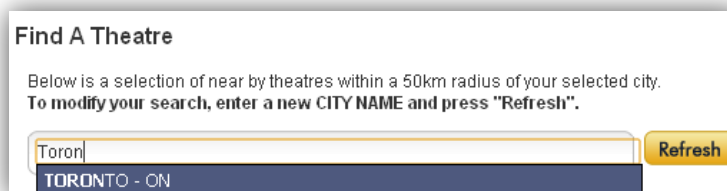
STEP 2 – FIND THE LIST OF THEATRES

Click on [THEATRES].



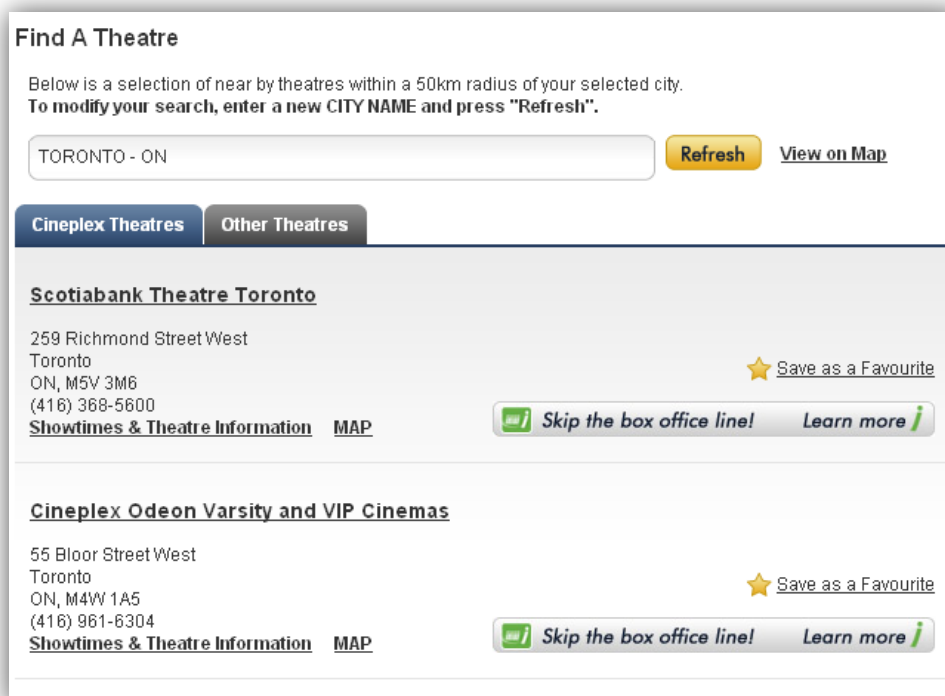
STEP 3 – FIND A THEATRE

Begin typing in your city. A list will begin to populate as you type. Click on the city. Once your city has been selected, click on [REFRESH].



STEP 4 – SELECT YOUR PREFERRED THEATRE

From the list provided to you, click on the name of the theatre location you would like to visit.



STEP 5 – SELECT YOUR PREFERRED FILM

Once you have selected your theatre, you will see the theatre's information. Scroll down and you will find a list of films playing for the current date.

The screenshot shows the Scotiabank Theatre Toronto website. On the left, there's a sidebar with theatre information: Location (259 Richmond Street West, Toronto), MAP, Nearest intersection (Corner of John St. and Richmond St.), and Parking (Discounted parking available). The main content area is titled 'Movie Show Times' and 'Playing Today - January 12'. It lists two movies: 'Alvin And The Chipmunks: Chipwrecked!' and 'Hugo'. For each movie, it shows the release date, running time, genre, and a 'Buy Tickets Online' button. The 'Alvin And The Chipmunks: Chipwrecked!' movie is highlighted with a red crosshair.

You may change the date you would like to visit by clicking on the drop down menu. Once you have selected your new date, the list of films will automatically be updated.

This screenshot shows the 'Movie Show Times' dropdown menu. The menu is open, displaying a list of dates from 'Playing Today - January 12' to 'Sunday, January 22'. The 'Playing Today - January 12' option is currently selected and highlighted.

STEP 6 – SELECT YOUR PREFERRED SHOWTIME

After you have decided on the date and film, select the showtime you would like to attend by clicking on the options that are available. [i.e.] 1:40pm / 4:00pm / 6:20pm / 8:40pm

This screenshot shows the movie showtime selection for 'Alvin And The Chipmunks: Chipwrecked!'. The movie poster is on the left. On the right, the movie title is displayed, followed by the date 'January 12, 2012 - (CC)' and a list of showtimes: '1:40 PM | 4:00 PM | 6:20 PM | 8:40 PM'. Below this, there's a 'Buy Tickets Online' button, the release date '12/16/2011', the running time '1h28m', and the genre 'Adventure, Animation, Comedy'. At the bottom, there are links for 'View Trailer' and 'Create a Facebook Event'.

STEP 7 – BEGINNING THE PURCHASE PROCESS

You will be prompted to sign into your Cineplex account. If you do not have a Cineplex account, please click [PROCEED WITH CHECKOUT].

LoginSCENEOrder DetailsGift Card RedemptionOrder ConfirmationPaymentPurchase Confirmation

ADVERTISEMENT

Online Ticketing: LoginTime Remaining:

Showtime Information

Rise of the Planet of the Apes (PG) - Digital

Location:
Date:
Time:

Change Showtime

February 2012						
Su	Mo	Tu	We	Th	Fr	Sa
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	1	2	3
4	5	6	7	8	9	10

This Theatre is equipped with **PRINT SKIP SCAN** technology. You **MUST** present your printed online ticket(s) for admittance. By-pass the Box Office by presenting your printed online ticket(s) for scanning at the control post located near the main entrance to the auditoriums. Purchases are non-refundable.

Sign in or create your account now.
Only information required to complete your order will automatically appear upon sign in.

Sign In or Create Account Now

Don't want to sign in?
You can always complete your online order without creating an account.

Proceed With Checkout

STEP 8 – SCENE INFORMATION

If you are a SCENE Member, you may enter in your SCENE information to earn points on your online ticket purchase. If not, you may click [SKIP SCENE & PROCEED WITH CHECKOUT].

LoginSCENEOrder DetailsGift Card RedemptionOrder ConfirmationPaymentPurchase Confirmation

ADVERTISEMENT

Online Ticketing: SCENE InformationTime Remaining:

Showtime Information

Rise of the Planet of the Apes (PG) - Digital

Location:
Date:
Time:

Change Showtime

This Theatre is equipped with **PRINT SKIP SCAN** technology. You **MUST** present your printed online ticket(s) for admittance. By-pass the Box Office by presenting your printed online ticket(s) for scanning at the control post located near the main entrance to the auditoriums. Purchases are non-refundable.

OPTIONAL - SCENE Members Earn And Redeem Points

If you are a SCENE member you can earn 100 points for your individual ticket purchase. The Primary SCENE Member placing this order will earn a bonus 20 SCENE points for this online purchase. Child Tickets in this order will earn the Primary SCENE Member (only) an additional 50 SCENE points per Child Ticket purchased (maximum 100 SCENE Points). Please enter your SCENE Card number(s) and the Full Name on your SCENE cards below.

SCENE Card Number: 604646

First and Last Name on SCENE Card:

OPTIONAL - Earn Points On Additional SCENE Cards

Additional SCENE Members can earn 100 SCENE points for additional General Admission ticket purchases in this transaction (maximum of two additional SCENE Members). Please enter any additional SCENE Card number(s) and the Full Name on the SCENE Card below.

[+ Add more SCENE cards here](#)

Skip SCENE & Proceed With Checkout

Proceed With Checkout

STEP 9 – ENTERING IN VOUCHER CODE

You will be prompted to enter in the amount of tickets you would like to purchase. However, in the case of the online vouchers, please enter in your promotional voucher code FIRST.

Online Ticketing: Order Details

Time Remaining:

Showtime Information

Rise of the Planet of the Apes (PG) - Digital

Location:

Date:

Time:

Change Showtime

This Theatre is equipped with **PRINT SKIP SCAN** technology. You **MUST** present your printed online ticket(s) for admittance. By-pass the Box Office by presenting your printed online ticket(s) for scanning at the control post located near the main entrance to the auditoriums. Purchases are non-refundable.

Select Tickets

Total Items: 0

Child (3 - 13): 0 x \$8.99

Senior (65+): 0 x \$8.99

General (18 - 64): 0 x \$12.75

Promotion Code or Voucher(s): [What's this?](#)

Apply

Admission Prices include all applicable Provincial and Federal Taxes.

Proceed With Checkout

Enter in your unique
VOUCHER code and click
[APPLY]

Promotion Code or Voucher(s): [What's this?](#)

Apply



*****NOTE***** As an example we used the FREE Admission

The page will load and go dim. A box will appear to confirm the redemption you are applying to your order. Click [CONTINUE].

Time: 6:00PM

Change Showtime

This Theatre is equipped with **PRINT SKIP SCAN** technology. You **MUST** present your printed online ticket(s) for admittance. By-pass the Box Office by presenting your printed online ticket(s) for scanning at the control post located near the main entrance to the auditoriums.

Select Tickets

Total Items: 1

Child (3 - 13): 0 x \$8.99

Senior (65+): 0 x \$8.99

You have qualified for redemption of a FREE Admission - General Adm Offer
Feb 1, 2012 to Feb 29, 2012.
It has been added to your Order.

Continue

Redemptions require either 1 or 2 voucher codes, depending on the offer. Redemptions are for either a FREE ticket without any other requirement, or a FREE BOGO (buy one get one free). In some cases offers change based on the date of the showtime you're selecting. Messages on the screen will help you understand the redemption(s) you are achieving, and when additional voucher code(s) or paid admission(s) are needed to complete your order.

STEP 10 – SELECTING TICKETS

After entering in your voucher code you will notice on the LEFT HAND side that the [TOTAL ITEMS] changed to one (1). This means that you currently have 1 ticket to the show.

If you were to change the number of paid admission tickets, you will see that the [TOTAL ITEMS] has changed to two (2) – meaning you now have two tickets to the show.

Online Ticketing: Order Details

Time Remaining:

Showtime Information

Rise of the Planet of the Apes (PG) - Digital

Location:

Date:

Time:

Change Showtime

This Theatre is equipped with **PRINT SHOP SCAN** technology. You **MUST** present your printed online ticket(s) for admittance. By-pass the Box Office by presenting your printed online ticket(s) for scanning at the control post located near the main entrance to the auditoriums. Purchases are non-refundable.

Select Tickets

Total Items: 1

Child (3 - 13): 0 x \$8.99

Senior (65+): 0 x \$8.99

General (14 - 64): 0 x \$12.75

Applied Promotion Code or Voucher(s):

General Mills - FREE Admission - General Adm Offer: 1 x \$0.00 Adult Cereal 1: 18250000030405 Remove

Promotion Code or Voucher(s): [What's this?](#)

Apply

Admission Prices include all applicable Provincial and Federal Taxes.

Proceed With Checkout

IN THIS CASE

TOTAL ITEMS = 2
As such, you will receive 1
Free Admission (Promo),
and pay \$12.75 for the
General Admission

Select Tickets

Total Items: 2

Child (3 - 13): 0 x \$8.99

Senior (65+): 0 x \$8.99

General (14 - 64): 1 x \$12.75

Applied Promotion Code or Voucher(s):

General Mills - FREE Admission - General Adm Offer: 1 x \$0.00 Adult Cereal 1: 18250000030405 Remove

Promotion Code or Voucher(s): [What's this?](#)

Apply

STEP II – ENTERING ADDITIONAL VOUCHER CODES

Multiple redemptions can always be made on the same order, with a maximum of 15 redemptions and/or purchased tickets in any order.


Select Tickets

Total Items: 2

Child (3 - 13): 0 x \$8.99
Senior (65+): 0 x \$8.99
General (14 - 64): 1 x \$12.75

Applied Promotion Code or Voucher(s):

General Mills - FREE Admission - General Adm Offer: 1 x \$0.00 Adult Cereal 1: 18250000230405 Remove

Promotion Code or Voucher(s): [What's this?](#)
 Apply 

Offers that require additional Voucher Codes

General Mills
BOGO Admission - 2012 Child Adm BOGO
valid Feb 1, 2012 - May 31, 2012
Requires 2 Betty Crocker™ Child Snacks Vouchers
(1 of 2 entered)

Dunkaroos™ 1: 17230000229601 Remove
2: Voucher Required

Admission Prices include all applicable Provincial and Federal Taxes

Proceed With Checkout

IN THIS CASE

BOGO Admission – means at least one paid admission must be in the order.

Two Voucher Codes are required (Dunkaroos and Fruit Snacks can be used together)


Select Tickets

Total Items: 2

Child (3 - 13): 0 x \$8.99
Senior (65+): 0 x \$8.99
General (14 - 64): 0 x \$12.75

Applied Promotion Code or Voucher(s):

General Mills - FREE Admission - General Adm Offer: 1 x \$0.00 Adult Cereal 1: 18250000231415 Remove
General Mills - BOGO Admission - 2012 Child Adm BOGO: 1 x \$0.00 Dunkaroos™ 1: 17230000223242 Remove
Fruit Snacks 2: 1527000022248 Remove

Promotion Code or Voucher(s): [What's this?](#)
 Apply 

Admission Prices include all applicable Provincial and Federal Taxes.

Proceed With Checkout

NOTE

The General Mills offers are such that 2 voucher codes are needed for redemption when coming from Nature Valley Granola Bars, Fruit Snacks, or Dunkaroos.

Redemption requires 2 voucher codes from Nature Valley Granola Bars (only), or 2 voucher codes from *either* Fruit Snacks or Dunkaroos (they can be used interchangeably).

Nature Valley voucher codes can be used in the same *transaction* as those from Fruit Snacks and Dunkaroos, but *cannot* contribute to the *same* redemption(s).

STEP 12 – CONTINUING WITH TRANSACTION

Review your order and click [PROCEED WITH CHECKOUT]. If any paid admission tickets are required for the BOGO offers, a message will appear.

Select Tickets

Total Items: 2

Child (3 - 13): 0 x \$8.99

Senior (65+): 0 x \$8.99

General (14 - 64): 0 x \$12.75

* You have entered voucher(s) toward a BOGO (Buy One Get One) ticket which requires you purchase a SCENE Admit or a paid admission ticket in your order. Please select an additional paid admission ticket to qualify for your BOGO redemption.

Applied Promotion Code or Voucher(s):

General Mills - FREE Admission - General Adm Offer: 1 x \$0.00

General Mills - BOGO Admission - 2012 Child Adm BOGO: 1 x \$0.00


Adult Cereal 1. 18250000031415

Dunkaroos™ 1. 17230000232240

Fruit Snacks 2. 15270000052246

Promotion Code or Voucher(s): [What's this?](#)

Apply



Admission Prices include all applicable Provincial and Federal Taxes.

Proceed With Checkout

NOTE If the voucher code is related to the BOGO promotion, after you have entered your code, a paid admission ticket MUST be selected.

Total Items: 3

Child (3 - 13): 0 x \$8.99

Senior (65+): 0 x \$8.99

General (14 - 64): 1 x \$12.75

Once you have selected the correct number of tickets to be purchased click [PROCEED WITH CHECKOUT].

STEP 13 – PAYING WITH A GIFT CARD

An overview of your purchase will appear. You will notice on the TOP RIGHT HAND side, there is a summary of the tickets that you ordered.

LoginSCENEOrder Details**Gift Card Redemption**Order ConfirmationPaymentPurchase Confirmation

Online Ticketing: Gift Card RedemptionTime Remaining: 14:40

Showtime Information

Rise of the Planet of the Apes (PG) - Digital

Location: H3VISTASRV (clone of 7112) - Aud # 4

Date: Wednesday 1 February 2012

Time: 6:00PM

Seats for this performance are General Admission.

Change ShowtimeChange Ticket Quantities

February 2012

Su	Mo	Tu	We	Th	Fr	Sa
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	1	2	3
4	5	6	7	8	9	10

General (14 - 64): 1 x \$12.75 = \$12.75

2012 Child Adm BOGO: 1 x \$0.00 = \$0.00

General Adm Offer: 1 x \$0.00 = \$0.00

Total Items: 3

This Theatre is equipped with **PRINT SKIP SCAN** technology. You **MUST** present your printed online ticket(s) for admittance. By-pass the Box Office by presenting your printed online ticket(s) for scanning at the control post located near the main entrance to the auditoriums. Purchases are non-refundable.

Payment With Cineplex Gift Card (Optional):

Enter the 16 digit Cineplex Gift Card number and 8 digit PIN (both found on reverse of card) to apply the balance of a Gift Card to your Order. One Gift Card per transaction. Retain your Gift Card after purchase.

Gift Card Number:

PIN: [What's this?](#)

Apply Gift Card

Order Details

Admission Prices include all applicable Provincial and Federal Taxes.

Subtotal: \$12.75

Service Charge: \$0.00

TOTAL: \$12.75

Balance Due: \$12.75

Proceed With Checkout

IN THIS CASE

We used a Free Admission.

- Therefore

o 1 x \$0.00

We used the Child BOGO.

- Therefore

o 1 x \$0.00 for the Child Admission

o 1 x \$12.75 for the GEN Admission.

In total, you will be paying \$12.75 for 3 Tickets to the show.

If you are using a Gift Card to pay for your purchase, you can enter the card number to apply amount. If not, you may skip the section and click [PROCEED WITH CHECKOUT].

NOTE Surcharges for 3D, IMAX, VIP, VIP 3D, UltraAVX, UltraAVX 3D will be applied.

(EXAMPLE) for a 3D film you will notice in the summary section:

General Adm Offer: 1 x \$3.00 = \$3.00

STEP 14 – COMPLETING TRANSACTION

Before you complete your transaction and begin the payment method an overview of your purchase will be provided to you.

This includes your summary (Location, Date, Showtime, Amount of Tickets selected) and a chance to change your showtime or ticket quantities

Login

SCENE

Order Details

Gift Card Redemption

Order Confirmation

Payment

Purchase Confirmation

Online Ticketing: Order Confirmation

Time Remaining: 14:38

Showtime Information

Rise of the Planet of the Apes (PG) - Digital
Location: H3VISTASRV (clone of 7112) - Aud # 4
Date: Wednesday 1 February 2012
Time: 6:00PM
Seats for this performance are General Admission.
[Change Showtime](#) [Change Ticket Quantities](#)

February 2012

Su	Mo	Tu	We	Th	Fr	Sa
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	1	2	3
4	5	6	7	8	9	10

General (14 - 64): 1 x \$12.75 = \$12.75
2012 Child Adm BOGO: 1 x \$0.00 = \$0.00
General Adm Offer: 1 x \$0.00 = \$0.00
Total Items: 3

This Theatre is equipped with **PRINT SKIP SCAN** technology. You **MUST** present your printed online ticket(s) for admittance. By-pass the Box Office by presenting your printed online ticket(s) for scanning at the control post located near the main entrance to the auditoriums. Purchases are non-refundable.

Your Email Address (Required Field)
Please enter and confirm your email address below. Your Purchase Confirmation will be sent to this address. Your Cineplex profile will not be updated with the information entered here. You can update your profile [here](#).
Email Address:
Confirm Email Address:

Order Details

Admission Prices include all applicable Provincial and Federal Taxes.

Subtotal: \$12.75
Service Charge: \$0.00
TOTAL: \$12.75
Balance Due: \$12.75

Total Items: 3

Payment Options
For enhanced security this site participates in the Verified by Visa™ and MasterCard SecureCode™ payer authentication programs. Your credit card may be eligible or already enrolled in one of these programs, and your Credit Card Issuer may prompt you for your payer authentication password to complete your purchase. Any charges for this transaction will appear on your statement from cineplex.com. If your order includes only SCENE redemptions you will not be prompted for any payment.

Credit Card

PayPal

Interac Online

[Proceed With Checkout](#)

Enter in a Valid Email Address and click [**PROCEED WITH CHECKOUT**] to enter your payment information. A confirmation page will open, however, if you close the window, it is also sent to the email address you entered in.

IF YOU EXPERIENCE ANY ISSUES, PLEASE CONTACT CINEPLEX ENTERTAINMENT.
PHONE: 1-800-333-0061 option 8
EMAIL: guestservices@cineplex.com

ENJOY THE SHOW!