



Seoul, Korea and New York—Mar 7, 2016

First 4DX Theater in New York Opens with “Batman V. Superman” In Union Square March 25

**Partnership with Regal Cinemas Brings Groundbreaking
Immersive Film Technology to the Regal Union Square
Stadium 14**



CJ 4DPLEX, an immersive theater technology featuring moving seats and environmental effects today

announced the opening dates for the first two 4DX theaters in New York City in partnership with Regal Cinemas, the largest theatre exhibitor in the United States. 4DX will launch in Manhattan on March 25 at the Regal Union Square

Stadium 14, followed by the Regal E-Walk 13 opening on April 28.

The first film to premiere in 4DX in New York City will be the highly anticipated Batman v. Superman. The film stars Ben Affleck (Argo, Gone Girl) and Henry Cavill (Man of Steel) and is directed by Zack Snyder (300, Watchmen).



Regal Union Square Stadium 14 is one of Regal's top grossing theatres, located at 850 Broadway, and the Regal E-Walk 13 is centrally located in the heart of Times Square at 247 West 42nd Street. These two movie theatres in Manhattan will become the 3rd and 4th auditoriums in the United States to host 4DX screens, along with theaters located in Los Angeles and outside Chicago.

CJ 4DPLEX's 4DX technology enhances the onscreen visuals of action-packed blockbusters, enabling a completely immersive experience that transcends the traditional cinema experience through special effects including motion-activated seats, wind, fog, rain, lightning, vibration, snow and scents. 4DX goes beyond 3D and large screen formats by adding visual, aural, olfactory and tactile

dimensions to the film-viewing experience, perfectly syncing cutting-edge technology to the action onscreen.

CJ 4DPLEX's 4DX technology was first launched in America at AEG-owned Regal Cinemas L.A. LIVE Stadium 14 in June 2014. During its first year, the 104-seat Regal LA Live 4DX Auditorium generated \$1.7 million in revenue, triple the total from the previous year. Attendance also doubled during the same period, and the theatre has moved up nearly 40 spots in overall U.S. box office rankings. 4DX opened its second screen in Gurnee, IL outside Chicago late last year.

"We are extremely excited to bring this immersive cinematic experience to New Yorkers. Launching in New York City is a milestone in 4DX's expansion within the United States. From the success we've seen at the box office and from the overwhelmingly positive response we've received from audiences at L.A. Live, we have no doubt that these two new 4DX theaters will soon become two of the hottest entertainment spots in the city", said Byung-hwan Choi, CEO of CJ 4DPLEX.



A sampling of the blockbuster movies that have already screened in 4DX theatres include Star Wars: The Force Awakens, Furious 7, Mad Max: Fury Road, Jurassic World and San Andreas.

There are now more than 30,000 4DX seats operating in 228 theatres in 37 countries – opening on approximately one new screen every two weeks as theatres recognize the power of the format. By the end of 2017, 4DX aims to be in 800 theaters worldwide.