

		<p>Avg. value of 1 point: \$0.016 Return per \$1 spent: 1.6%</p>
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Value of a Scene Point

Ticket Type	Price + Tax*	Value of one point	Return per \$1 spent
IMAX	\$19.50 + \$2.55	\$22.05/1,000pts = \$0.022	\$0.022 * 1 = 0.022 (2.2%)
3D	\$15.50 + \$2.00	\$17.50/1,000pts = \$0.018	\$0.018 * 1 = 0.018 (1.8%)
General Admission	\$12.50 + \$1.65	\$14.15/1,000pts = \$0.014	\$0.014 * 1 = 0.014 (1.4%)
Tuesday Admission	\$7.50 + \$1.00	\$8.50/1,000pts = \$0.009	\$0.009 * 1 = 0.009 (0.9%)
Average		\$0.016	\$0.016 * 1 = 0.016 (1.6%)

*13% HST rounded to the nearest \$0.05

To get the most value for your points, you should only redeem points for movies. 1,000 points can get you one free movie which can be in IMAX, 3D, or general admission.

As shown in the chart, you should try to redeem an IMAX ticket while avoiding the cheaper Tuesday prices in order to get the most value for your SCENE points.

Other items such as dining gift cards and DVDs from the Cineplex store can be redeemed with SCENE points but do not provide the same value as movie tickets.

Item	Price + Tax	Value of one point	Return per \$1 spent
Sportsnet Magazine 1-year subscription	\$29 + \$3.75	\$32.75/2,650pts = \$0.012	\$0.012 * 1 = 0.012 (1.2%)
Dining Gift Card	\$25 + \$3.25	\$28.25/3,125pts = \$0.009	\$0.009 * 1 = 0.009 (0.9%)
25 Song Downloads	\$25 + \$3.25	\$28.25/3,000pts = \$0.0094	\$0.0094 * 1 = 0.0094 (0.94%)
Average		\$0.0101	\$0.0101 * 1 = 0.0101 (1.01%)

*13% HST rounded to the nearest \$0.05

Spending with the SCENE credit card is a great way to earn free movies. If you love movies then getting your own no fee SCENE visa card may be for you.