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GENER8 SIGNS MULTI-PICTURE 3D CONVERSION DEAL WITH RAINMAKER

VANCOUVER, BRITISH COLUMBIA, February 3, 2014 - Gener8 Media Corp. (CSE: GNR) ("Gener8" or the "Company") a leader in converting 2D movies into 3D, announced today it has signed a multi-picture deal to convert three animated films, including the upcoming Sly Cooper 3D movie, for Rainmaker Entertainment Inc., one of Canada's largest producers of computer generated animation. The deal, which brings together two leaders in Vancouver's growing film industry, is the second collaboration between the two companies who previously worked together on a 2011 short film that was shown at Siggraph, one of the world's largest conferences on computer graphics and interactive techniques.

"Whether it's blockbuster live action or animation, more and more studios are choosing 3D for theatrical release. Movie goers now have higher expectations and an increased appetite for high quality 3D content – and established content creators like Rainmaker are responding well to that demand," says Rory Armes, founder and CEO of Gener8. "This collaboration between two Vancouver-based companies is also a testament to the depth of talent and industry experience located right here in this city."

Michael Hefferon, President and Executive Producer at Rainmaker, commented: "We've been impressed with Gener8's quick rise to becoming a leader in 3D conversion since our first project together. Our partnership on these new films will reinforce Rainmaker's ability to develop and deliver theatrical feature films to compete with the majors for worldwide release."

The company's unique technology solution has earned Gener8 a top-tier client roster that includes some of Hollywood's biggest studios: 20th Century Fox, Columbia Pictures Industries, Legendary Entertainment, Marvel Studios, Sony Pictures Entertainment, Warner Bros. Entertainment, and more.

Gener8, which currently has close to 200 staff, continues to expand its operations and plans to hire an additional 20 Vancouver employees by March.

About Gener8

Gener8 is a media technology company with two divisions—a studio and a technology group. Its studio is an industry leader in 3D stereo conversion services for the entertainment industry, with many high profile credits including *The Amazing Spider-Man*, *Ghost Rider 2* and *Harry Potter*. The technology division provides 3D technology and cloud-based data management and analytics to the entertainment industry. Gener8's head office is located in Vancouver, British Columbia and has approximately 140 employees across both divisions. The executive team draws on years of experience developing graphics technology in commercial software, video games and the film industry. To learn more, visit the company website: <http://www.gener8.com>

About Rainmaker Entertainment

Based in Vancouver, British Columbia, Rainmaker Entertainment Inc. is a multifaceted animation studio and one of Canada's largest producers of CG animation. On February 15, 2013, Rainmaker's first feature film, *Escape From Planet Earth* (distributed by The Weinstein Company), opened on 3200 screens across North America. Currently the studio is working on its

second feature, *Ratchet and Clank*. Based on the popular Sony PlayStation game, this film is slated for release in 2015. In January 2014, Rainmaker announced its second collaboration on a Sony PlayStation title, *Sly Cooper* (slated for 2016 release). Originally established as Mainframe Entertainment, the company produced the first ever CGI animation series, ReBoot, and over the course of its 15+ years of innovative history, Rainmaker has continued to break new ground in animation, telling engaging stories and creating compelling characters for all media. For more information, visit www.rainmaker.com.

www.SlyCooperMovie.com

www.Facebook.com/SlyCooperMovie

www.Twitter.com/SlyCooperMovie

www.youtube.com/SlyCooperMovie

ON BEHALF OF THE BOARD OF THE COMPANY

“Rory Armes”

Rory Armes

Chief Executive Officer and Director

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The CNSX does not accept responsibility for the adequacy or accuracy of this release.

Forward Looking Statements

Except for statements of historical fact, this news release contains certain forward-looking statements within the meaning of applicable securities law. Forward-looking statements are frequently characterized by words such as “plan”, “expect”, “project”, “intend”, “believe”, “anticipate”, “estimate” and other similar words, or statements that certain events or conditions “may” occur. In particular, forward-looking statements in this press release include, but are not limited to, statements with respect to: 3D conversion for Rainmaker. Although the Company believes that the expectations reflected in the forward-looking statements are reasonable, there can be no assurance that such expectations will prove to be correct. Such forward-looking statements are subject to risks and uncertainties that may cause actual results, performance or developments to differ materially from those contained in the statements including, without limitation, risks with respect to: general economic conditions in Canada and globally; film industry conditions; potential delays or changes in plans with respect to deployment of services or capital expenditures; possibility that government policies or laws may change; the development, implementation and execution of the Company’s strategic vision; and legal and/or regulatory risks.