



**FOR IMMEDIATE RELEASE**

**A New Game in Town with Brady and Cineplex Starburst Joining Together**

Toronto, ON, March 19, 2015 – Brady Distributing Company and Cineplex Starburst Inc. are pleased to announce they have formed a new company which will immediately become one of North America’s largest distributors of amusement and vending equipment.

The new venture, Brady Starburst LLC (“BSL”), combines the best in class attributes from both of these industry leading companies.

Brady Distributing Company currently offers sales and service to more than 70 manufacturers and serves as the authorized service centre for several of those manufacturers. Founded in 1944 by C.B. Brady and headquartered in Charlotte, North Carolina, the company provides a full range of services including sales, production, parts sales and equipment repair.

Jon W. Brady currently President of Brady Distributing Company, has been appointed President of the new company, Brady Starburst LLC, which will continue to provide a wide range of diversified services to the family entertainment centre communities throughout the country from their offices located in Charlotte, Miami and Orlando.

Cineplex Starburst Inc., (“CSI”) was created in 2012 and is a joint venture between Cineplex Entertainment and Starburst Coin Machines. CSI is the largest distributor and operator of amusement and vending equipment in Canada.

“We are very pleased to join forces with as fine and experienced a team of professionals as exists presently at Brady Distributing Company,” said Len Keywood, President, Cineplex Starburst Inc. “We know with the financial support and other resources we are contributing to this business that BSL will be a tremendous platform to leverage the reputation, credibility and relationships that both of these organizations possess.”

“The Brady organization is thrilled to be opening a new chapter in its extensive industry history with the creation of this new company,” said Jon W. Brady, President, Brady Starburst LLC. “Our new partners lend tremendous value to us and to our joint business customers worldwide. We couldn’t be more pleased to partner with one of the leading entertainment and vending companies in North America. Their vision and diversification in the industry will allow us to better serve our vending, amusement, bowling, and route operator clients and customers through this exciting new venture.”

**About Cineplex Starburst Inc.:**

Cineplex Starburst Inc. (“CSI”) is the largest distributor and operator of arcade games to Canada’s amusement industry. The gaming subsidiary is a 50/50 joint venture owned by Cineplex Entertainment, Canada’s largest movie-theatre operator, and Starburst Coin Machines Inc., Canada’s largest distributor of arcade games. CSI supplies and services arcade games for Cineplex’s theatres coast-to-coast and supplies equipment to other arcades, amusement centres, bowling alleys and amusement parks. The company also owns and operates the Playdium family entertainment centre in Mississauga, Ontario.

Premier Amusements, an American gaming supplier who services over 200 family entertainment and amusement venues across 24 states and maintains over 3,600 coin-operated amusement games in its inventory, is also owned and operated by CSI.

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