



## **Cineplex and Scotiabank announce 10-year extension of SCENE loyalty program**

Agreement also includes naming rights for two additional Scotiabank theatres, VIP Cinema sponsorship and extension of media commitment

**TORONTO, ONTARIO – (Marketwired – November 6, 2015)** – The Bank of Nova Scotia (TSX: BNS) (NYSE: BNS) (“Scotiabank”) and Cineplex Entertainment (TSX: CGX) (“Cineplex”) today announced the extension of the SCENE loyalty program for an additional 10 years, until October 31, 2025. Launched by Scotiabank and Cineplex in 2007 as Canada’s first and only entertainment rewards program, SCENE now boasts more than 7 million members and is, today, Canada’s fastest growing loyalty program.

The terms of this agreement also extend Scotiabank’s theatre naming rights to two additional theatres bringing the total to 10 theatres. Locations will be announced soon and both will be re-branded in 2016. Cineplex currently operates Scotiabank Theatres in Vancouver, Edmonton, Calgary, Saskatoon, Toronto, Montreal, Halifax and St. John’s. The term extension also applies to the Cineplex VIP Cinemas “presented by Scotiabank” and to Scotiabank’s annual commitment with Cineplex Media.

“We are delighted to have extended our partnership with Scotiabank for an additional 10 years,” said Ellis Jacob, President and Chief Executive Officer, Cineplex Entertainment. “We worked together to build this multi-faceted and long-term agreement focused on Canadian moviegoers. Over the years, we have proudly extended the reach of the program to more parts of the country and added more benefits to increase the value of the program for SCENE members.”

“Scotiabank and Cineplex have built one of Canada’s premier loyalty programs,” said James O’Sullivan, Group Head, Canadian Banking at Scotiabank. “With 7 million members, SCENE is one of the most widely recognized loyalty programs with a leading market share in the Canadian loyalty market. We look forward to working with our partners at Cineplex to continue to build on this robust loyalty program in the future.”

The SCENE loyalty program is an easy to earn, simple to redeem rewards program that enables members to turn moviegoing and banking transactions into free movie tickets and more. For more information, visit [scene.ca](http://scene.ca)

This popular entertainment loyalty program expanded from free movies to include Sport Chek in 2014. Earlier this year, the companies announced CARA Operations Limited as the program’s restaurant partner. SCENE members can earn and redeem points at over 800 CARA restaurants, including Swiss

Chalet Rotisserie & Grill, Harvey's, Milestones Grill & Bar, Montana's BBQ & Bar, Kelsey's, East Side Mario's, Fionn MacCool's, D'Arcy McGee's, Paddy Flaherty's, Tir nan Óg and Bier Markt.

Members can also accelerate their points to earn free movies faster by signing up for the Scotiabank SCENE debit card, the Scotiabank SCENE VISA, and the reloadable SCENE Prepaid VISA card.

### **About SCENE LP**

SCENE®, the entertainment rewards program launched by Scotiabank and Cineplex Entertainment in 2007, is free to join and offers members an immediate 10% discount on movie snacks and 10% more off already discounted Tuesday tickets, purchased at any Cineplex Entertainment location. With more than seven million members across Canada, SCENE enables members to earn and redeem points for music, movies, DVDs, movie downloads and concessions. Members can also accelerate their earning power with the SCENE® ScotiaCard® debit card and SCENE® VISA card. Members can also earn and redeem points with SCENE's strategic marketing partners: sports and active lifestyle retailer, Sport Chek, and CARA restaurants.

### **About Scotiabank**

Scotiabank is Canada's international bank and a leading financial services provider in North America, Latin America, the Caribbean and Central America, and parts of Asia. We are dedicated to helping our 21 million customers become better off through a broad range of advice, products and services, including personal and commercial banking, wealth management and private banking, corporate and investment banking, and capital markets. With a team of more than 87,000 employees and assets of \$863 billion (as at July 31, 2015), Scotiabank trades on the Toronto (TSX: BNS) and New York Exchanges (NYSE: BNS). Scotiabank distributes the Bank's media releases using Marketwired. For more information, please visit [www.scotiabank.com](http://www.scotiabank.com) and follow us on Twitter @ScotiabankNews.

### **About Cineplex**

Cineplex Inc. ("Cineplex") is one of Canada's leading entertainment companies and operates one of the most modern and fully digitized motion picture theatre circuits in the world. A top-tier Canadian brand, Cineplex operates numerous businesses including theatrical exhibition, food services, gaming, alternative programming (Front Row Centre Events), Cineplex Media, Cineplex Digital Solutions, Cineplex Digital Networks, and the online sale of home entertainment content through CineplexStore.com and on apps embedded in various electronic devices. Cineplex is also a joint venture partner in SCENE – Canada's largest entertainment loyalty program.

Cineplex is headquartered in Toronto, Canada, and operates 162 theatres with 1,652 screens from coast to coast, serving approximately 74 million guests annually through the following theatre brands: Cineplex Odeon, SilverCity, Galaxy Cinemas, Scotiabank Theatres, Cineplex Cinemas and Cineplex VIP Cinemas presented by Scotiabank. Cineplex also owns and operates the UltraAVX, Poptopia, and Outtakes brands. Cineplex trades on the Toronto Stock Exchange under the symbol CGX. More information is available at [Cineplex.com](http://Cineplex.com).

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