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Cineplex Entertainment is First to Bring 4DX to Canada

New Premium Movie Experience Opening in Downtown Toronto this Summer

TORONTO, ON, (TSX: CGX), April 12, 2016 - Cineplex Entertainment ("Cineplex") today announced a new partnership with CJ 4DPLEX, the world's first 4DX® cinema company, that will bring its immersive theatre technology to Canada for the first time. Amplifying the experience from watching a movie to almost being in it, 4DX is a new and exciting state-of-the-art cinematic technology.

Premiering at *Cineplex Cinemas Yonge-Dundas and VIP* in Toronto, Ontario, this summer, Cineplex's new 4DX auditorium will feature specially-designed motion chairs and environmental effects like wind, mist, bubbles, snow and scent working in perfect synchronicity with the action on the big screen.

[Click here](#) to watch and share a video about the new 4DX movie experience at Cineplex.

"Late last year we launched the 'See The Big Picture' brand platform and encouraged Canadians to make more time in their lives for entertainment and activities that they love. Well, 4DX is one of the biggest new technologies in the global film exhibition industry today and we know Canadians are going to love it," said Ellis Jacob, President and CEO, Cineplex Entertainment. "We're excited to add this innovation to our growing list of premium movie experiences as we lead the country in offering new entertainment choices."

"Each 4DX auditorium incorporates motion-based seating synchronized with over 20 different effects and optimized by a team of skilled editors, maximizing the feeling of immersion within the movie," said Byung Hwan Choi, CEO of CJ 4DPLEX. "Audiences across Asia, Europe and the United States have loved the 4DX experience and we are proud to be working with Cineplex Entertainment to continue our international expansion and into Canada for the first time."

Follow the [@CineplexMovies](#) on Facebook, Twitter and Instagram or for more information visit, Cineplex.com/4DX.

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 service, amusement gaming, alternative programming (Cineplex Events), Cineplex Media, Cineplex Digital Media, 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 163 theatres with 1,666 screens from coast to coast, serving approximately 77 million guests annually through the following theatre brands: Cineplex Cinemas, Cineplex Odeon, Cineplex VIP Cinemas, Galaxy Cinemas, SilverCity Cinemas, and Scotiabank Theatres. 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.

About CJ 4DPLEX Co. Ltd.

CJ 4DPLEX Co. Ltd. is an entertainment technology firm engaged in imprinting its proprietary technology 4DX onto Hollywood blockbusters and local films and exhibiting these in specially equipped 4DX auditoriums. 4DX theatres are equipped with high-tech motion seats that move in perfect sync with the on-screen action and heighten audience immersion by incorporating effects such as wind, water, fog, lightning, scents, snow and rainstorm. CJ 4DPLEX releases up to 70 day-and-date titles per year at 4DX cinemas located at more than 230 locations worldwide.

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