



FOR IMMEDIATE RELEASE

## **Movie-Goers are Invited to Sit Back, Relax and Put Their Feet Up With New Recliner Seating at Two London Theatres**

Coming Soon: All Seats to be Replaced with Reclining, Luxury Seats

TORONTO, ON, (TSX: CGX), May 9, 2017 – Cineplex today announced that it will be replacing all of the seats at *Cineplex Odeon Westmount Cinemas and VIP* and *SilverCity London Cinemas* with new reclining seats. All 11 of the auditoriums at *Cineplex Odeon Westmount Cinemas and VIP* and all 12 of the auditoriums at *SilverCity London Cinemas* will be upgraded over the upcoming months. The concept has been rolled-out at select Cineplex theatres nationwide and has proved to be very popular with Canadian movie-goers.

The new luxury recliners have footrests that raise at the touch of a button for maximum comfort while enjoying a film. What's more, the seats in the adults-only VIP Cinema auditoriums at *Cineplex Odeon Westmount Cinemas and VIP* are also being upgraded to fully-reclining, ultra-comfortable luxury loungers. Guests at the VIP Cinema will also have the opportunity to order from an expanded food and beverage menu – which includes a wide selection of wines, spirits and premium craft beers – delivered right to their seat. In addition to traditional movie fare, VIP Cinema guests can enjoy items such as calamari, spinach artichoke dip, artisanal cheese and charcuterie boards and flatbreads.

“We are always looking for new and innovative ways to enhance the movie-going experience for our guests,” said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex. “Our guests absolutely love our reclining seats and we’re confident that the London community will find it an ultra-luxurious and relaxing way to enjoy a movie.”

Movie-lovers don't need to worry though as *Cineplex Odeon Westmount Cinemas and VIP* and *SilverCity London Cinemas* will remain open to the public during the renovations. While all of the auditoriums at both theatres will transition to new reclining seats over the coming months, Cineplex will undertake the installation and reopen the auditoriums in a phased approach. Construction on this project has already

begun and is expected to be completed at both locations this summer. More information, tickets and showtimes are available at [Cineplex.com](http://Cineplex.com).

-30-

### **About Cineplex**

A leading entertainment and media company, Cineplex (TSX:CGX) is a top-tier Canadian brand that operates in the Film Entertainment and Content, Amusement and Leisure, and Media sectors. As Canada's largest and most innovative film exhibitor, Cineplex welcomes 75 million guests annually through its circuit of 164 theatres across the country. Cineplex also operates successful businesses in digital commerce (CineplexStore.com), food service, alternative programming (Cineplex Events), cinema media (Cineplex Media), digital place-based media (Cineplex Digital Media) and amusement solutions (Player One Amusement Group). It also operates a location based entertainment business through Canada's newest destination for 'Eats & Entertainment' (The Rec Room), and an online eSports platform for competitive and passionate gamers (WorldGaming.com). Additionally, Cineplex is a joint venture partner in SCENE, Canada's largest entertainment loyalty program.

Proudly recognized as having one of the country's Most Admired Corporate Cultures, Cineplex employs over 13,000 people in its offices across Canada and the United States. To learn more visit [Cineplex.com](http://Cineplex.com) or download the Cineplex App.

### **Media Relations and Investor Relations contact:**

Pat Marshall

Vice President, Communications and Investor Relations

[Pat.Marshall@Cineplex.com](mailto:Pat.Marshall@Cineplex.com), 416-323-6648