



**FOR IMMEDIATE RELEASE**

## **Cineplex Rolling-Out the Red Carpet with Plans for New Theatre with VIP Cinemas at Park Royal in West Vancouver**

State-of-the-Art Theatre Scheduled to Open in Late 2018

All Auditoriums will Feature Luxury Reclining Seats

Toronto, ON, May 15, 2017 (TSX: CGX) – Cineplex, one of Canada’s most successful entertainment and media companies, in partnership with Park Royal today announced plans for a new theatre complex at the Park Royal Shopping Centre. Scheduled to open late next year, West Vancouver movie-goers will soon be able to treat themselves to a well-deserved night out with the opening of *Cineplex Cinemas Park Royal and VIP*.

Located on the south side of the shopping centre, the new theatre will span over 44,000 square feet and will have eleven screens featuring a variety of movie-going experiences including UltraAVX™, D-BOX Motion Seats and VIP Cinemas in addition to the traditional Cineplex cinema experience.

“After many years of searching for a new location in West Vancouver, we are extremely pleased to share the news that we are building this new theatre complex and our fourth VIP Cinemas experience in British Columbia at the Park Royal Shopping Centre,” said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. “Just like *Cineplex Cinemas Marine Gateway and VIP* which opened last March, this new theatre in Park Royal will be a great way for local residents to take time out of their busy lives to indulge in some well-deserved relaxation and entertainment in a luxurious and refined setting.”

“Cineplex is Canada’s largest and most innovative entertainment company and they are key to Park Royal’s neighbourhood vision,” said Rick Amantea, Vice President of Community Partnerships and Development at Park Royal. “Cineplex compliments our best-in-class shopping and dining experiences and will be an attraction to those living at or close to Park Royal. The addition of *Cineplex Cinemas Park*

*Royal and VIP* marks another major milestone in Park Royal's commitment to enhancing the offerings in West Vancouver and the North Shore."

"The Squamish Nation is pleased to see a movie theatre return to Park Royal," said Chris Lewis, Spokesperson, Squamish Chiefs and Council. "We welcome this project and look forward to the installation of a significant piece of authentic Squamish Nation public art in the mall near the theatre entrance which will celebrate its location on Squamish Nation land."

"Going to the movies has been a form of entertainment for generations of families in our community and I believe this new state-of-the-art experience will be welcomed by people of all ages," said Michael Smith, Mayor, District of West Vancouver. "Adding some night-time vibrancy and activity to West Vancouver is good a thing."

VIP Cinemas are an adults-only movie experience exclusive to Cineplex and feature a fully-licensed lounge to enjoy before or after the movie and specially-designed VIP auditoriums where guests can relax in luxury recliners. VIP Cinema guests can order from an expanded food and beverage menu – which includes a wide selection of wines, spirits and premium craft beers. In addition to Cineplex's famous popcorn, VIP Cinema guests can also select from a menu that features fresh salads, burgers, artisanal cheese plates, charcuterie boards and flatbreads. And all of these items are available in the lounge or can be delivered right to their theatre seat!

UltraAVX, is one of Cineplex's powerful and immersive movie-going experiences featuring a massive wall-to-wall screen, ultra-high definition digital projection and a powerful Dolby Atmos surround sound system.

D-BOX seats move in concert with the action on the big screen and use some of the most innovative technologies in cinema today. Guests can customize their experience by controlling the intensity of the movement produced by their seat, using controls in the seat's armrest.

Additionally, all of the new theatres' auditoriums will feature luxurious seats that recline at the touch of a button.

Cineplex currently operates 164 theatres across Canada, including 25 theatres and three VIP Cinemas in British Columbia. Construction on *Cineplex Cinemas Park Royal and VIP* is expected to begin later this year.

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### **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.

### **About Park Royal**

Park Royal has redefined the standard of shopping in Canada. At 1.4 million square feet, Park Royal is the second largest centre in BC and offers over 200 best-in-class stores, restaurants and services in a unique combination of enclosed, lifestyle and street front retail, minutes from downtown Vancouver. Park Royal's vision is to be a neighbourhood urban centre where people can work, shop, dine, be entertained and live. Visitors will enjoy the innovative Village outdoor concept and newly revamped and enhanced indoor areas. Patrons can also look forward to exciting changes underway to revitalize Park Royal North. For more information visit: [shopparkroyal.com](http://shopparkroyal.com) @ParkRoyal

### **Cineplex Media and Investor Relations Contact:**

Pat Marshall  
Vice President, Communications and Investor Relations  
[Pat.Marshall@Cineplex.com](mailto:Pat.Marshall@Cineplex.com), 416-323-6648

### **Park Royal Shopping Centre Contact:**

Christine Piers  
Marketing Director  
[cpiers@parkroyal.ca](mailto:cpiers@parkroyal.ca), 604-923-4711