



FOR IMMEDIATE RELEASE

A&W Installing Digital Menu Boards from Cineplex Digital Networks

Canada's original burger restaurant will feature state-of-the-art signage at 850 locations nationwide

Toronto, ON, November 9, 2015 (TSX: CGX) – Today Cineplex Digital Networks (“CDN”) announced that it has been selected by A&W Food Services of Canada Inc. (“A&W”) to become the sole provider of digital menu boards for its over 850 restaurants across Canada. Signage installation has already begun in some locations.

The popular burger chain's new digital menu boards will enable A&W to easily change displayed content throughout the day, as well as alter pricing and promotions remotely across all restaurants at the same time. In addition to being a striking visual for burger lovers, the displays will also transform A&W's existing static menu by featuring custom video content and intelligent creative.

“We are extremely pleased with our new digital menu board system and with the creative content provided by Cineplex,” said Rob Fussey, VP of Marketing, Concept Innovation, Design & Construction, A&W Food Services of Canada Inc.

“We are proud to be the exclusive provider of digital menu boards to A&W Canada,” said Nick Prigioniero, President, Cineplex Digital Networks. “A&W adds to a growing list of strategic, forward-thinking brands that recognize that the right digital signage can help their business sell more product, increase margins, lower costs and strengthen customer loyalty.”

Known for technological innovation, CDN has quickly made a name for itself in the Financial, Retail and Quick Service Restaurant industries by providing strategic, custom digital merchandising solutions for its clients, which now include A&W. CDN's industry leadership stems from its expertise in the technological,

creative and analytics aspects of digital signage – offering clients an all-encompassing, one-stop shop solution.

About A&W Food Services of Canada Inc.:

A&W Food Services is the second largest quick-service hamburger restaurant chain in Canada with over \$1 Billion in sales and over 850 restaurants from coast-to-coast. A&W restaurants feature famous trade-marked menu items such as The Burger Family®, Chubby Chicken® and A&W Root Beer®. A&W is a privately 100% Canadian owned company that franchises A&W restaurants across Canada. More information is available at www.aw.ca.

About Cineplex Digital Networks:

Cineplex Digital Networks (“CDN”) is a fully integrated, in-store digital merchandising provider with well over a decade of research, development and design experience. It provides strategically designed installations and customized creative to enable brands to effectively communicate with audiences. Using proprietary, state-of-the-art technology and patented software, CDN has deployed some of the world’s largest and most complex digital merchandising networks. CDN operates in Canada, the US and the Middle East. Its clients include major brands such as Tim Hortons, McDonald’s, Chick-fil-A, Walmart, RBC Royal Bank and Bank of Montreal Financial Group. More information is available at Cineplexdigitalnetworks.com.

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. 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.

-30-

For information, interviews or photos please contact:

For Cineplex Entertainment

Pat Marshall

Vice President, Communications and Investor Relations

P: 416-323-6648

E: pat.marshall@cineplex.com

Sarah Van Lange
Director, Communications
P: 416-323-6728
E: Sarah.VanLange@cinplex.com

For A&W
Don Leslie
Chief Financial Officer
P: 604-988-2141
E: dleslie@aw.ca