



FOR IMMEDIATE RELEASE

Arcos Dorados Signs Exclusive Agreement with Cineplex Digital Media

Companies Working Together to Install Digital Screens at McDonald's Restaurants
Across Brazil, Argentina and Uruguay

Toronto, ON, January 26, 2018 (TSX: CGX) – Cineplex Digital Media (“CDM”) is pleased to announce that it has been selected by Arcos Dorados (“Arcos”), the largest independent McDonald’s franchisee in the world, to deploy, maintain and operate a complex merchandising network of digital menu boards at McDonald’s locations in Argentina, Brazil and Uruguay. CDM will work alongside Arcos to provide ongoing strategic creative content, consulting services and marketing initiatives to new and existing restaurants in multiple Latin American countries.

CDM was selected by Arcos for its leading technology, creative consulting services and experience deploying and supporting clients around the world. The network consists of high-resolution digital menu boards that feature content in Portuguese and Spanish and include CDM’s proprietary platform that enables both centralized and location-specific content, promotions and offers.

“Having worked on a pilot program with CDM for the past year, we have witnessed first-hand their deep experience in the digital signage and restaurant industries,” said Dan Gertsacov, Chief Marketing and Digital Officer, Arcos Dorados. “CDM has been instrumental in providing innovative platforms and solutions that deliver a quick and improved ordering platform for our customers as we expand the ‘Experience of the Future’ concept in our main markets.”

“We are excited to continue our partnership with Arcos Dorados to provide user-friendly, digital displays across Latin America,” said Fab Stanghieri, Executive Vice President and General Manager, Cineplex Digital Media. “Like us, Arcos clearly sees the value of strategic digital solutions that engage guests and enhance the customer journey.”

The new digital menu boards will be installed at McDonald's front counters, McCafés, dessert centres and crew room locations. To date, CDM has launched its digital menu boards at new store locations across Brazil and Argentina, with plans to launch in Uruguay in 2018. Over the next three years, the solution will see the installation of thousands of digital screens in total.

On a mission to revolutionize digital experiences where people work, shop and play, Cineplex Digital Media has made a name for itself in the Digital Out-of-Home, Retail, Financial and Quick Service Restaurant industries by providing strategic, digital display and network solutions for its clients. CDM's industry leadership stems from its expertise in offering clients a full-service, end-to-end digital signage solution, including research and creative strategy, content production, installation and technical support, digital asset management, media sales and data analytics. For more information on Cineplex Digital Media, visit CineplexDigitalMedia.com.

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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 over 70 million guests annually through its circuit of 163 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), amusement solutions (Player One Amusement Group) and an online eSports platform for competitive and passionate gamers (WorldGaming.com). Additionally, Cineplex operates a location based entertainment business through Canada's newest destination for 'Eats & Entertainment' (The Rec Room), and will also be opening new complexes specially designed for teens and families (Playdium) as well as exciting new sports and entertainment venues across Canada (Topgolf). 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 approximately 13,000 people in its offices across Canada and the United States. To learn more visit Cineplex.com or download the Cineplex App.

About Arcos Dorados

Arcos Dorados is the world's largest independent McDonald's franchisee in terms of system wide sales and number of restaurants, operating the largest quick service restaurant ("QSR") chain in Latin America and the Caribbean. It has the exclusive right to own, operate and grant franchises of McDonald's restaurants in 20 Latin American and Caribbean countries and territories, including Argentina, Aruba, Brazil, Chile, Colombia, Costa Rica, Curaçao, Ecuador, French Guyana, Guadeloupe, Martinique, Mexico, Panama, Peru, Puerto Rico, St. Croix, St. Thomas, Trinidad & Tobago, Uruguay and Venezuela. The Company operates or franchises over 2,100 McDonald's-branded restaurants with over 90,000 employees and is recognized as one of the best companies to work for in Latin America. Arcos Dorados is traded on the New York Stock Exchange (NYSE: ARCO). To learn more about the Company, please visit the Investors section of our website: www.arcosdorados.com/ir

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