



FOR IMMEDIATE RELEASE

Cineplex Entertainment Opens New Theatre in Kitchener

Company Rolls-Out the Red Carpet with Community's First VIP Cinemas

All Auditoriums Feature Extra-Wide, Luxury Seating

Toronto, ON, September 20, 2016 (TSX: CGX) – Kitchener moviegoers will soon have another reason to treat themselves to a well-deserved night out, with the opening of *Cineplex Cinemas Kitchener and VIP*. Cineplex Entertainment, the country's largest theatre exhibitor, today announced that it will be opening the doors to the new theatre on Friday, September 23, 2016. Located at 225 Fairway Road South, the highly anticipated theatre is nearly 56,000 square feet and features over 1,300 seats and 11 screens.

Kitchener's newest theatre has six traditional auditoriums and an UltraAVX™ auditorium, all of which feature luxurious, extra-wide lounge seats. The four auditoriums in the theatre's VIP Cinemas also feature luxury seating with the added benefit of fully-reclining seats so guests can sit back, relax and put their feet up.

"Cineplex Cinemas Kitchener and VIP is a great addition to Kitchener as well as our expansive network of theatres across Canada," said Ellis Jacob, President and CEO, Cineplex Entertainment. *"We're so pleased to introduce the VIP Cinemas experience to the community. It's a great way for adults to take time out of their busy lives to indulge in some well-deserved entertainment in a luxurious and refined setting."*

The new VIP Cinemas feature a fully-licensed lounge, as well as licensed auditoriums with reserved seating. Guests can order from an expanded food and beverage menu which can be enjoyed in the lounge or in-seat. In addition to traditional movie snacks, the VIP Cinemas menu features items like artisanal cheese and charcuterie boards, burgers, flatbreads and salads in addition to a wide selection of wines, spirits and premium craft beers. While VIP Cinemas are open exclusively to adults over the age of 19, all other areas of the theatre remain open to all ages.

The theatre's traditional cinema has plenty to offer guests as well, including UltraAVX, one of Cineplex's most popular ways to watch a movie featuring a massive wall-to-wall screen, ultra-high definition presentation and

a powerful Dolby Atmos sound system. The theatre's UltraAVX auditorium features lounge seats that can be reserved in advance as well as two rows of D-BOX Motion Seating, which move in concert with the action on screen. Supporting strong local businesses, all of the new theatre's projectors and speakers are from Christie®, whose engineering and manufacturing is headquartered in Kitchener.

Adding approximately 150 jobs to the community, the new theatre will also feature an XSCAPE video and amusement gaming centre as well as a variety of food service options from Outtakes Backstage Bistro and Yo-Yo's Yogurt Café. With the opening of *Cineplex Cinemas Kitchener and VIP*, Cineplex will operate 164 theatres nationwide.

Tickets and show times are available now at the theatre box office, through the Cineplex Mobile App and at Cineplex.com. Be sure to join the conversation and share your experience at the new theatre using the hashtag #KitchenerVIP.

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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 1,667 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.

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