



FOR IMMEDIATE RELEASE

Calgary's First VIP Cinemas Opens at *Cineplex Cinemas Seton and VIP* this Friday!

Highly Anticipated Experience Features Four Adults-only Auditoriums and Fully-licensed Lounge

Toronto, ON, August 15, 2018 (TSX: CGX) – Calgary movie-lovers will soon be able to enjoy a luxurious night out with friends with the opening of the city's first VIP Cinemas at *Cineplex Cinemas Seton and VIP* this Friday, August 17. The highly anticipated VIP Cinemas experience is the final addition to Calgary's newest theatre, which unveiled seven of its auditoriums in a first phase opening last month. As of Friday, guests will be able to enjoy movies on all eleven screens at *Cineplex Cinemas Seton and VIP*, including four specially-designed VIP Cinemas auditoriums. Tickets and showtimes are available now at the theatre box office, Cineplex Mobile App and at Cineplex.com.

Exclusive to Cineplex, VIP Cinemas is an adults-only movie-going experience where guests can kick back, relax and have their food and beverage orders delivered right to their luxury recliners. In addition to Cineplex's famous popcorn, guests can select from an expanded food and beverage menu that features fresh salads and bowls, burgers, artisanal pizzas and indulgent desserts, along with a wide selection of handcrafted cocktails, wines and premium craft beers. The VIP Cinemas experience also includes a fully-licensed lounge where guests can socialize with friends and enjoy food and drink before and after a movie.

"We are so excited to officially introduce the VIP Cinemas experience to Calgary as the final, refined touch to *Cineplex Cinemas Seton and VIP*," said Ellis Jacob, President and CEO, Cineplex. "VIP Cinemas is movie-going made for adults and the perfect place to socialize with friends and enjoy a well-deserved break. With its luxurious setting and unique offering of dining and entertainment, I know Calgary movie-lovers will agree it was well worth the wait!"

The VIP Cinemas experience adds to a variety of enhanced entertainment options offered to guests at *Cineplex Cinemas Seton and VIP*. In addition to all recliner seating, the new theatre also features UltraAVX

and reclining D-BOX motion seats. To make the movie-going experience complete, guests can also enjoy a selection of traditional concessions, delicious foods from Outtakes and frozen treats from YoYo's Yogurt Café.

With the opening of *Cineplex Cinemas Seton and VIP*, Cineplex now operates 165 theatres across Canada, including 19 theatres in Alberta. The company also operates three Alberta-based locations of The Rec Room, Canada's premiere 'Eats & Entertainment' destination that brings together incredible dining, amusement gaming, technology and live entertainment experiences all under one roof.

- 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 over 70 million guests annually through its circuit of 165 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.

Media Relations contact:

Sarah Van Lange

Director, Communications

Sarah.VanLange@Cineplex.com, 647-287-9582