



**FOR IMMEDIATE RELEASE**

**Morguard Investments Limited Partners with Cineplex Digital Media for New In-Mall Digital Media and Directory Signage Network at its Managed Shopping Centres in Canada**

Toronto, ON, February 13, 2017 (TSX: CGX) – Today Cineplex Digital Media (“CDM”) announced that it has been selected to install, maintain and operate a state-of-the-art digital signage network at Morguard Investments Limited (“Morguard”) managed shopping centres in Canada. Following a competitive and comprehensive request for proposal process, CDM was selected because of its extensive experience in the creation and management of innovative digital networks as well as its ability to offer a solution that includes revenue generation, content development and advertising media sales through Cineplex Media.

CDM is developing, installing, operating and supporting a network of nearly 175 digital displays at 21 Morguard-managed retail properties in British Columbia, Alberta, Saskatchewan, Manitoba, Ontario and Quebec. Each property will receive a customized display solution, consisting of large double-sided portrait screens.

“The highly visible digital displays will deliver impactful interactive experiences for shoppers,” said Ed Lincz, Vice President, Retail Operations at Morguard. “They will be situated in concourses and high-traffic areas of our managed shopping centres providing digital wayfinding and advertising media networks that will support new store openings, retail promotions and upcoming events.”

“We are very pleased that Morguard selected CDM for this exciting project. Clearly, they are committed to creating engaging shopper experiences and recognize the value of strategic digital display solutions that are cost-effective, customizable and shoppers love them,” said Fab Stanghieri, Senior Vice President, Business Development and Client Service at Cineplex Digital Media. “We’re confident that we have the tools to enhance Morguard’s customer experience and encourage repeat visits.”

Morguard's new network of digital displays is expected to be fully deployed nationally by this fall in all 21 managed shopping centre locations.

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, including Morguard. 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](http://CineplexDigitalMedia.com).

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#### **About Cineplex**

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, The Rec Room 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 164 theatres with 1,677 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.

#### **About Morguard Investments Limited**

Morguard Investments Limited (MIL) is a real estate management company that provides strategic advisory services to institutional clients who are seeking a significant contribution to their real estate portfolio. Backed by 40 years of proven performance, MIL has strong investment and management capabilities in multiple asset classes across retail, office, industrial and multi-suite residential. The company manages approximately 45 million square feet of commercial space in Canada.

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