



FOR IMMEDIATE RELEASE

Let the Games Begin: Cineplex Announces Roll-Out of New 'Playdium' Concept

Entertainment Complexes for Teens and Families Planned for Communities Across Canada

Canada's First New Playdium Location Opening in Whitby, Ontario

Toronto, ON, October 2, 2017 (TSX: CGX) – Cineplex, one of Canada's leading entertainment and media companies, today announced that it has reinvented the Playdium brand concept and is rolling out reimagined entertainment complexes in mid-sized communities across Canada. Playdium locations will be specially designed for teens, their friends and family who are looking for an affordable entertainment choice for everyday play, casual dining or to celebrate special occasions.

Whether it's a little friendly competition, winning great prizes or sharing a delicious meal, Playdium is tech-infused place to play that offers the best games and attractions for everyone. Ranging between 30,000-35,000 square feet, locations will be customized for each community and will feature a selection of classic and new-to-market video and redemption games, unique interactive experiences like virtual reality and play attractions like augmented climbing walls, bowling, rope courses and two-level laser tag.

"Based on the response we are seeing from The Rec Room, there is tremendous potential to create a destination designed primarily for teens, young adults and also their families," said Ellis Jacob, President and CEO, Cineplex. "Playdium is going to be a place where Canadian families will be able to play together and also enjoy and share a freshly made meal that is fun to eat."

Approximately two-thirds of the complex will be dedicated to games and attractions for all skill levels and the other third will offer a range of fun and fresh food and beverage options. Serving up chef inspired burgers, pastas, pizzas, poutines and sweet delights, Playdium will feature a variety of casual food choices that will be fully customizable and hit the spot during a day or night of play. It will also have private rooms for birthday parties and special gatherings, as well as lounges for parents with views of the games floor. Playdium locations will also be designed to accommodate large groups, making it the perfect spot for events and team building.



Cineplex plans to open 10-15 Playdium locations in mid-sized communities across the country over the coming years, with its first planned for the Whitby Entertainment Centrum in Whitby, Ontario. Located at 75 Consumers Drive, construction on the over 30,000 square foot complex is scheduled to begin in early 2018, with a completion date targeted for later that same year.

Opening its doors originally over 20 years ago, Cineplex currently owns and operates the successful Playdium facility in Mississauga, Ontario, though the new reinvented brand concept announced today will be much more focused on indoor play, fun and fresh food and modern, technology-enhanced amenities. Cineplex also operates three locations of The Rec Room in South Edmonton (AB), West Edmonton Mall (AB) and Toronto (ON), and has announced plans for complexes in London (ON), Mississauga (ON) and Vancouver (BC). The company's highly anticipated location at Deerfoot City in Calgary, Alberta, is scheduled to open later in the month.

As is the case with The Rec Room, the new Playdium complexes will leverage Cineplex's existing industry-leading entertainment, amusement gaming, food service, content creation, digital media and operational capabilities as well as its relationship with SCENE, Canada's largest entertainment rewards program.

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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 75 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). It also operates a location based entertainment business through Canada's newest destination for 'Eats & Entertainment' (The Rec Room), and will also be opening new sports and entertainment complexes in communities across the country (Topgolf). Additionally, 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 over 13,000 people in its offices across Canada and the United States. To learn more visit Cineplex.com or download the Cineplex App.

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