



**FOR IMMEDIATE RELEASE**

## **Barco Escape Coming Soon to Three Cineplex Theatres**

New Panoramic Movie Experience Opening in Vancouver, Edmonton and Toronto

Advanced Tickets for *Star Trek Beyond* On Sale Today on Cineplex.com

TORONTO, ON, (TSX: CGX), July 7, 2016 - In partnership with Barco, Cineplex Entertainment ("Cineplex") today announced that three Barco Escape auditoriums will open in Canada this summer. These specially designed, multi-screen cinema experiences will feature two additional side screens, creating a panoramic viewing range for guests. The first deployment of this immersive technology in Canada, the Barco Escape movie experience will be installed at *Scotiabank Theatre Vancouver* (900 Burrard Street), *Scotiabank Theatre Edmonton* (8882 170 Street NW) and *Scotiabank Theatre Toronto* (259 Richmond Street West).

All three auditoriums are scheduled to open in time for the premiere of *Star Trek Beyond* on July 22, 2016, and tickets are available at the Box Office and on Cineplex.com starting today. At the screenings, fans will discover a new kind of Star Trek adventure, with more than 20 minutes of *Star Trek Beyond* footage created to dramatically expand 'The Universe' across three screens.

"We are proud that Cineplex continues to lead the way by offering Canadian movie-lovers the latest in innovative premium experiences – and Barco Escape is no exception," said Ellis Jacob, President and CEO, Cineplex Entertainment. "This really is a new way to experience a movie and I believe our guests will love this spectacle."

"Cineplex has always been a pioneer in the movie theatre industry, and we could not be more proud to now call them a customer of Barco Escape," says Barco Escape CEO Todd Hoddick. "We look forward to strengthening our relationship with Cineplex as we work together to bring this unique, irreplaceable theatrical experience to Canada."

Barco Escape works hand-in-hand with today's top studios and filmmakers, including 20<sup>th</sup> Century Fox, J.J. Abrams' Bad Robot and Jerry Bruckheimer, to create projects that offer audiences an immersive viewing

experience that is only available in theatres. Director Scott Waugh (*Act of Valor*, *Need for Speed*) recently announced he is directing the first feature shot entirely for Barco Escape. The film, titled *6 Below* and starring Josh Hartnett, is expected to be released later this year.

Additionally, Canadian producer Minds Eye Entertainment, in association with US-based Bridgegate Pictures and VMI Worldwide, recently announced at Cannes it has financed and green-lit a six-film production slate of sci-fi, action and thriller films that will all be shot for Barco Escape. The first film, *The Recall*, is slated for release later this year.

Follow [@CineplexMovies](#) on Facebook, Twitter, Instagram and Snapchat or for more information visit, [Cineplex.com/BarcoEscape](http://Cineplex.com/BarcoEscape).

#### **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 162 theatres with 1,659 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](http://Cineplex.com).

#### **About Barco**

Barco, a global technology company, designs and develops networked visualization products for the Entertainment, Enterprise and Healthcare markets. Barco has its own facilities for Sales & Marketing, Customer Support, R&D and Manufacturing in Europe, North America and APAC. Barco (NYSE Euronext Brussels: BAR) is active in more than 90 countries with 3,300 employees worldwide. Barco posted sales of 1.029 billion euro in 2015.

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