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Attention Calgary Movie-Lovers: *Cineplex Cinemas East Hills* Opens This Friday!

Company Also Announces Renovations to *Cineplex Odeon Crowfoot Crossing Cinemas*

Toronto, ON, April 18, 2018 (TSX: CGX) – Cineplex, one of Canada’s leading entertainment and media companies, today announced that it will be opening its doors to *Cineplex Cinemas East Hills* this Friday, April 20, 2018. Tickets and showtimes for Calgary’s newest, state-of-the-art theatre are available now at the theatre box office, Cineplex Mobile App and at Cineplex.com.

Located at the south-west side of the East Hills Shopping Centre, *Cineplex Cinemas East Hills* spans over 30,000 square feet and is equipped with seven screens and over 850 seats. The highly anticipated theatre features luxury recliner seats in six of its seven auditoriums and offers a variety of entertainment options for guests of all ages, including UltraAVX, D-BOX and a first-of-its-kind auditorium designed specifically for families with young children. The children’s auditorium is scheduled to open later this summer.

Cineplex Cinemas East Hills also features an XSCAPE Entertainment Centre where guests can use coinless play-card technology to earn and redeem points on over 30 games and attractions. The theatre also offers a variety of food service options beyond traditional concessions, including Outtakes Backstage Bistro and Cineplex’s new Melt Sweet Creations concept, which specializes in indulgent desserts.

“We are so pleased to open our newest theatre in East Hills,” said Ellis Jacob, President and CEO, Cineplex. “And with renovations set to begin at *Cineplex Odeon Crowfoot Crossing Cinemas* later this month, Calgary movie-lovers can look forward to an exciting new range of entertainment options to choose from across the city.”

In addition to the opening of *Cineplex Cinemas East Hills*, construction will soon be underway at *Cineplex Odeon Crowfoot Crossing Cinemas*, where all of the theatre’s auditoriums will be upgraded from traditional cinema seats to fully-reclining seats. The theatre will also be converting two existing auditoriums to UltraAVX, one of Cineplex’s most popular ways to experience a movie with a massive wall-to-wall screen with ultra-high

definition presentation, Dolby Atmos sound system and reserved seating. Movie-lovers need not worry though, as the theatre will remain open to the public during the renovation.

With the opening of *Cineplex Cinemas East Hills* on Friday, Cineplex will operate 164 theatres across Canada, including seven theatres in Calgary. The company also operates a Calgary location of The Rec Room, Canada's premiere 'Eats & Entertainment' destination, and will be introducing the city's first VIP Cinemas experience this summer with the opening of *Cineplex Cinemas Seton and VIP Cinemas*.

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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 over 70 million guests annually through its circuit of 164 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.

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