



**FOR IMMEDIATE RELEASE**

## **Cineplex Opening New Theatre in North Barrie This Week**

Canada's Largest Theatre Exhibitor will Bring Premium Experiences to Barrie Moviegoers

Toronto, ON, July 26, 2016 (TSX: CGX) – Barrie moviegoers will soon have another reason to treat themselves to a well-deserved night out, with the opening of *Cineplex Cinemas North Barrie*. Cineplex Entertainment, the country's largest theatre exhibitor, today announced that it will be opening the doors to its newest theatre on Friday, July 29, 2016.

Located at 507 Cundles Road East in the new North Barrie Crossing commercial development, the new theatre is over 31,000 square feet and features over 1,550 seats and eight screens. The theatre will include the city's first UltraAVX™ auditorium, one of Cineplex's most popular ways to watch a movie.

"Guests will have the opportunity to watch movies on a massive wall-to-wall screen, with ultra-high definition presentation and a powerful digital sound system," said Ellis Jacob, President and CEO, Cineplex Entertainment. "*Cineplex Cinemas North Barrie* will be a great addition to the community and a fun way to beat the heat this summer."

The theatre's UltraAVX auditorium features comfy high-back rocker seats that can be reserved in advanced, as well as two rows of D-BOX Motion Seating which move in concert with the action on screen. The space will also feature a large Cinescape arcade and a variety of food service options beyond traditional concessions, including Outtakes Backstage Bistro and Yo-Yo's Yogurt Café.

With the opening of *Cineplex Cinemas North Barrie*, Cineplex will operate 163 theatres nationwide and 68 theatres in Ontario. Tickets and showtimes are available now at the theatre box office, through the Cineplex Mobile App and at [Cineplex.com](http://Cineplex.com).

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### **About Cineplex Inc.**

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.

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