



FOR IMMEDIATE RELEASE

Edmonton's Second VIP Cinemas Opens at *Cineplex Cinemas North Edmonton and VIP Today!*

Existing North Edmonton Theatre Rebranded with New Name

Toronto, ON, October 2, 2018 (TSX: CGX) – Movie-lovers in Edmonton will soon have another reason to enjoy a luxurious night out with friends with the opening of the city's second VIP Cinemas today. The highly anticipated VIP Cinemas experience adds to a variety of entertainment options offered to guests in the 13 auditoriums at *Cineplex Cinemas North Edmonton and VIP*, including UltraAVX and D-BOX motion seats. Tickets and showtimes for all experiences are available at the theatre box office, Cineplex Mobile App and at Cineplex.com.

Renovations at *Cineplex Cinemas North Edmonton and VIP* began earlier this year, with five of the theatre's existing auditoriums being converted into the VIP Cinemas experience. As of today, adult guests can enjoy movies in four brand new, specially-designed auditoriums or socialize with friends in a fully-licensed lounge. Formerly named *Cineplex Odeon North Edmonton Cinemas*, the theatre was rebranded to *Cineplex Cinemas North Edmonton and VIP* to reflect the addition of the VIP Cinemas experience.

"We are very excited to open our second VIP Cinemas location in Edmonton as we continue to introduce new and refined entertainment experiences to movie-lovers across Canada," said Ellis Jacob, President and CEO, Cineplex. "*Cineplex Cinemas North Edmonton and VIP* is the perfect place for guests of all ages to enjoy a night out with friends and for adults to unwind in a unique and luxurious setting designed just for them."

Exclusive to Cineplex, VIP Cinemas is an adults-only movie-going experience where guests can kick back, relax and have their food and beverage orders delivered right to their luxury recliners. In addition to Cineplex's famous popcorn, guests can select from an expanded food and beverage menu that features fresh salads and bowls, burgers, artisanal pizzas and indulgent desserts, along with a wide selection of handcrafted cocktails,

wines and premium craft beers. The VIP Cinemas experience also includes a licensed lounge where guests can enjoy food and drink before and after a movie.

While guests at VIP Cinemas must be legal drinking age, movie-lovers of all ages at *Cineplex Cinemas North Edmonton and VIP* can still enjoy a selection of traditional concessions or choose from a variety of delicious foods, desserts or frozen treats from Outtakes, Poptopia, YoYo's Yogurt Café, Pizza 73 and Starbucks. The theatre also features an XSCAPE Entertainment Centre where guests can earn and redeem points on over 20 games and attractions.

Cineplex now operates 164 theatres across Canada, including six theatres and two VIP Cinemas in Edmonton. The city's first VIP Cinemas opened at *Cineplex Odeon Windermere Cinemas and VIP* in 2012 and has been a sought-after option for adult movie-lovers. The company also operates two Edmonton locations of The Rec Room, Canada's premiere 'Eats & Entertainment' destination that brings together incredible dining, amusement gaming, technology and live entertainment experiences all under one roof.

- 30 -

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.

Media Relations contact:

Sarah Van Lange

Director, Communications

Sarah.VanLange@Cineplex.com, 647-287-9582