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An Encore Performance! Cineplex Entertainment Recognized as One of Canada's Most Admired Corporate Cultures for the Second Time

Toronto, ON, Feb 25, 2016 (TSX: CGX) – Cineplex Entertainment ("Cineplex") is proud to announce that it has been named one of Canada's 10 Most Admired Corporate Cultures of 2015 by Waterstone Human Capital. The annual program celebrates 10 organizations across four categories that have cultures that drive performance and contribute to the bottom line.

Profiled in a special feature in today's National Post, Cineplex is being recognized for its dedication to employee engagement initiatives, passion for the community and its strong leadership. An 'encore performance,' this is the second time this prestigious honour has been awarded to Cineplex.

"Our culture is centered around the belief that people drive our business forward so we have created a culture that provides opportunities for advancement and recognizes employees' efforts," said Ellis Jacob, President and Chief Executive Officer of Cineplex Entertainment. "This award is truly a testament to the strength and passion of our over 13,000 employees across Canada who help our guests to 'See The Big Picture' day in and day out."

In December, Cineplex launched a new integrated brand platform that asks Canadians to 'See The Big Picture' and rediscover the importance of entertainment in their lives. Launched with an animated [short film](#) that quickly went viral when it was posted online, 'See The Big Picture' has also become the new cornerstone for Cineplex's employee engagement activities and strategies, at both the corporate and theatre level.

Canada's 10 Most Admired Corporate Cultures winning organizations were selected based on detailed submissions and a rigorous interview process. Cineplex and the other 2015 honourees will be celebrated at the Canada's Most Admired Summit and Awards event being held this evening at The Fairmont Royal York in Toronto. For the full list of winners, visit CanadasMostAdmired.com.

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 1,655 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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