



FOR IMMEDIATE RELEASE

Cineplex Theatre to Open at the IWK Health Centre

An innovative collaboration between the IWK Health Centre, IWK Foundation and Cineplex – brings the joy of movies to IWK patients and their families

Toronto, ON, January 18, 2017 (TSX: CGX) – Cineplex, in partnership with the IWK Health Centre and the IWK Foundation, today announced plans to transform the IWK Health Centre’s O.E. Smith Auditorium into a new theatre where patients and families can enjoy movies and other entertainment.

Scheduled to open in May, the Cineplex O.E. Smith Theatre will be available free of charge to IWK patients and families -- enabling them to experience the joy and entertainment provided by movies and other special events programming during their stay at the IWK. This multi-purpose facility will also enable the Health Centre community to have an updated meeting and presentation theatre and will be the transformed home of the annual IWK Telethon for Children on CTV.

“This is a unique collaboration and we are extremely proud to be able to offer this opportunity to Atlantic Canadians,” said Ellis Jacob, President and CEO, Cineplex. “We take for granted the opportunity to go to the movies when we want but those confined to hospital, don’t have that same ability – until now. I can’t think of a better way to put a smile on the face of a child or adult who is hospitalized then to help them escape their treatment for a little while and enjoy a movie.”

“We all know and appreciate the enjoyment of the movie-going experience. Being able to bring the Cineplex theatre experience to the IWK creates a wonderful opportunity for children and families to be transported from the daily routines of their hospital stay to a world of action, adventure and fun,” says Tracy Kitch, President and CEO of the IWK Health Centre. “In addition, this technology and equipment will also provide us with a modern space for teaching, learning and other community events that take place at the IWK Health Centre.”

“We are extremely proud to partner with Cineplex,” said Jennifer Gillivan, President and CEO, IWK Foundation. “The IWK would not be the centre of excellence it is today without the generosity of donors and we are extremely grateful to the Cineplex team, and their dedicated partners for making this innovative project a reality.”

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About the IWK Health Centre

The IWK Health Centre is the Maritime region's leading health care and research centre dedicated to the well-being of women, children, youth and families. In addition to providing highly specialized and complex care, the IWK provides certain primary care services and is a strong advocate for the health of families. The IWK is a global leader in research and knowledge sharing, and a partner in educating the next generation of health professionals. Visit www.iwk.nshealth.ca for more information.

About IWK Foundation

The IWK Foundation is a champion of excellence in women's and children's health and medicine and works in partnership with the IWK Health Centre to support their vision of providing quality care to women, children, youth and families in the Maritime Provinces and beyond. Our donors are passionately committed to making a difference for Maritime families, contributing over \$13 million to the most urgent care priorities at the IWK last year. Funds raised also support the IWK's global leadership in research and knowledge sharing, which in turn improves lives worldwide. For more information, visit www.iwkfoundation.org.

About Cineplex

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 164 theatres with 1,676 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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