



FOR IMMEDIATE RELEASE

Cineplex Announces Normal Course Issuer Bid

TORONTO, ON, (TSX: CGX), September 5, 2017 – Cineplex Inc. (“Cineplex”) today announced that the Toronto Stock Exchange (the “TSX”) has accepted Cineplex’s notice of its intention to make a normal course issuer bid for a portion of its common shares (“Common Shares”). Cineplex’s normal course issuer bid will be made in accordance with the requirements of the TSX. Cineplex is adopting an automatic securities purchase plan in connection with its normal course issuer bid that contains parameters regarding how its Common Shares may be repurchased during times when it would ordinarily not be permitted to purchase Common Shares due to regulatory restrictions or self-imposed blackout periods.

Pursuant to the notice, Cineplex may, in the 12-month period commencing September 7, 2017 and ending on September 6, 2018, acquire for cancellation up to 10% of its total public float of Common Shares. Based on a total public float of 63,089,953 Common Shares on August 28, 2017, Cineplex could acquire 6,308,995 Common Shares under its normal course issuer bid. All Common Shares purchased by Cineplex under the normal course issuer bid will be cancelled. Purchases will be made at market prices through the facilities of the TSX and/or alternative Canadian trading systems. Under the normal course issuer bid, Cineplex may purchase up to 36,798 Common Shares on the TSX during any trading day, which is 25% of 147,192 (the average daily trading volume for Cineplex’s Common Shares on the TSX for the six months ended August 31, 2017). This limitation does not apply to purchases made pursuant to block purchase exemptions.

The Board of Directors of Cineplex has concluded that the market price of Cineplex’s Common Shares, from time to time, may not reflect the inherent value of the company and purchases of Common Shares pursuant to the bid may represent an appropriate and desirable use of funds.

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Forward Looking Statements

This press release contains “forward-looking statements” within the meaning of applicable securities laws, such as statements concerning anticipated future events, results, circumstances, performance or expectations that are not historical facts. These statements are not guarantees of future performance and are subject to numerous risks and

uncertainties, including those described in the Cineplex Inc. Annual Information Form (“AIF”). Those risks and uncertainties include: adverse factors generally encountered in the film exhibition industry such as poor film product and unauthorized copying; risks associated with national and world events, including war, terrorism and international conflicts; natural disasters or extreme weather conditions; infectious diseases; changes in income tax legislation; and general economic conditions. In addition, these risks and uncertainties include: the ability to achieve the expected synergies and the timing of same; the effectiveness of integration efforts and risks related to the satisfaction of the conditions to closing the transaction; and the related financing arrangements, including future general economic and market conditions and the associated debt and equity capital markets. Many of these risks and uncertainties can affect our actual results and could cause our actual results to differ materially from those expressed or implied in any forward-looking statement made by us or on our behalf. All forward-looking statements in this press release are qualified by these cautionary statements. These statements are made as of the date of this press release and, except as required by applicable law, we undertake no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise. Additionally, we undertake no obligation to comment on analyses, expectations or statements made by third parties in respect of Cineplex, its financial or operating results or its securities. Additional information, including Cineplex’s AIF, can be found on SEDAR at www.sedar.com.

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 75 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). It also operates a location based entertainment business through Canada’s newest destination for ‘Eats & Entertainment’ (The Rec Room), and will also be opening new sports and entertainment complexes in communities across the country (Topgolf). Additionally, 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 over 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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