



For Immediate Release

Cineplex Quarterbacks Exclusive Canadian Sponsorship to Bring the NFL to the Big Screen

Fans Can Enjoy Sunday Night Football and the Super Bowl at Theatres Across Canada

**First-of-its-Kind Agreement includes Sponsorship Opportunities, Fan Activations and eSports
Tournaments**

TORONTO, ON, (TSX: CGX), November 3, 2017 – Cineplex, one of Canada’s leading entertainment and media companies, and the National Football League (NFL) today announced a three-year sponsorship agreement that will bring Sunday Night Football and the Super Bowl live to Cineplex theatres across Canada. In addition to the cinema broadcast, the agreement will also include access to NFL brands and trademarks, as well as event, sponsorship and marketing opportunities for Cineplex and its businesses, including WorldGaming, The Rec Room and Cineplex Store.

Premiering in-theatre as ‘NFL Sundays at Cineplex’ on November 12, 2017, NFL games will be broadcast live to 15 theatres across Canada initially and will expand to 50 locations for Super Bowl LII. Tickets to ‘NFL Sundays at Cineplex’ will be \$5.00 and fans can look forward to enjoying the game in a larger-than-life setting, live on the big screen.

For seven games leading up to the Super Bowl on February 4, 2018, screenings will be hosted at Cineplex’s luxurious, adults-only VIP Cinemas, where football fans can cheer on their favourite team from ultra-wide, luxury recliners. They will also enjoy in-seat food and beverage service from an expanded menu, which includes a wide selection of beer, wine and spirits as well as classic game-day favourites likes burgers, boneless wings and tacos....and of course, Cineplex’s famous popcorn.

“This agreement is a real touchdown for Cineplex and the over 11 million NFL fans across Canada,” said Ellis Jacob, President and Chief Executive Officer, Cineplex. “We are always looking for new and innovative ways to entertain Canadians and these events will drive incremental attendance to our theatres and provide fans with a viewing experience on the big screen.”

“We’re investing in the Canadian market and this sponsorship with Cineplex, which is a break-through relationship for the NFL in Canada, is part of our strategy to recruit the next generation of NFL fans by offering them unique,



engaging and dynamic experiences,” said David Thomson, Managing Director, NFL Canada. “In addition to offering fans a unique viewing experience, this sponsorship will help us foster a passionate community of fans both through the theatre network as well as online through its eSports platform, WorldGaming.”

As part of the partnership, WorldGaming, Cineplex’s eSports division, will execute a series of online and offline Madden competitive tournaments for NFL fans across Canada. In fact, the companies have already partnered to launch their first official national gaming tournament – the *Madden NFL 18 Canadian Challenge* sponsored by Xbox. With thousands of gamers from across Canada already having competed head-to-head in online and playoff qualifiers, the final eight competitors are getting an all-expense paid trip to Toronto to battle-it-out for \$20,000 in cash plus prizes at the Live Championships. The event is being hosted as part of Sunday Night Football festivities at [The Rec Room](#)’s Roundhouse location on November 5, 2017, but can also be viewed by fans around the world at [Twitch.TV/WorldGaming](#).

Interested in catching the game at a Cineplex VIP Cinema? Seats to ‘NFL Sundays at Cineplex’ games can be reserved in advance and will be available on a first come, first serve basis to fans over the local drinking age. Tickets will be \$5.00 and will be available on Cineplex.com, on the Cineplex App or at the box office for game broadcasts on November 12, November 19, December 3, December 17 and the Playoffs in January 2018.

Cineplex will announce event details and location information for the 50 theatres screening Super Bowl LII at a later date. The following VIP Cinemas will host ‘NFL Sundays at Cineplex’ games leading up to the Super Bowl:

- *Cineplex Cinemas Abbotsford and VIP* (Abbotsford, BC)
- *Cineplex Cinemas Coquitlam and VIP* (Coquitlam, BC)
- *Cineplex Cinemas Marine Gateway and VIP* (Vancouver, BC)
- *Cineplex Odeon Windermere Cinemas and VIP* (Edmonton, AB)
- *Scotiabank Theatre Saskatoon and VIP* (Saskatoon, SK)
- *Cineplex Odeon McGillivray Cinemas and VIP* (Winnipeg, MB)
- *Cineplex Cinemas Kitchener and VIP* (Kitchener, ON)
- *Cineplex Odeon Westmount Cinemas and VIP* (London, ON)
- *Cineplex Cinemas Markham and VIP* (Markham, ON)
- *Cineplex Cinemas Oakville and VIP* (Oakville, ON)
- *Cineplex Cinemas Lansdowne and VIP* (Ottawa, ON)
- *Cineplex Cinemas Queensway and VIP* (Toronto, ON)
- *Cineplex Cinemas Yonge-Dundas and VIP* (Toronto, ON)
- *Cineplex VIP Cinemas Don Mills* (Toronto, ON)
- *Cineplex Odeon Brossard Cinemas and VIP* (Brossard, QC)



About NFL

The National Football League is America's most popular sports league, comprised of 32 franchises that compete each year to win the Super Bowl, the world's biggest annual sporting event. Founded in 1920, the NFL developed the model for the successful modern sports league, including national and international distribution, extensive revenue sharing, competitive excellence, and strong franchises across the board. The NFL is the industry leader on a wide range of fronts.

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 163 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 in communities across the country (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.

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