



**FOR IMMEDIATE RELEASE**

## **Cineplex Opening New Theatre in South-East Calgary with First-of-its-Kind Auditorium for Children**

State-of-the-Art Theatre Scheduled to Open in Early 2018

Toronto, ON, June 15, 2017 (TSX: CGX) – Cineplex, one of Canada’s most successful entertainment and media companies, in partnership with RioCan today announced plans for a new theatre complex at the East Hills Shopping Centre. The opening of *Cineplex Cinemas East Hills* early next year ensures that Calgary movie-goers, and their families, will soon have another reason to treat themselves to a well-deserved night out.

Located at the south-west side of the shopping centre, the new theatre will span over 30,000 square feet and will have seven screens featuring a variety of movie-going experiences including UltraAVX™, D-BOX Motion Seats and for the first time in Canada, an auditorium designed specifically for families with young children. And to keep guests entertained before and after their movie, the new theatre will also have a 2,500 square foot XSCAPE Entertainment Centres equipped with the latest video and amusement gaming technology.

“At Cineplex we are always looking for new entertainment experiences to provide our guests, whatever their age, and *Cineplex Cinemas East Hills* is a perfect example of that,” said Ellis Jacob, President and CEO, Cineplex. “We’re particularly excited to test and learn from our first auditorium designed specifically for children, which will feature a colourful interior, playful seating and a curated line-up of films perfect for young movie-lovers.”

“RioCan is extremely proud to continue to expand our relationship with Cineplex as a valued partner. RioCan succeeds when our tenants do, and the addition of Cineplex is a perfect complement to the retail offering already in the East Hills Shopping Centre,” said Ed Sonshine, Chief Executive Officer, RioCan Management Inc.

With construction already underway, *Cineplex Cinemas East Hills* will also feature UltraAVX, one of Cineplex’s most popular ways to watch a movie with a massive wall-to-wall screen, ultra-high definition presentation

and a powerful Dolby Atmos sound system. It will also offer guests D-BOX Deluxe Reclining Cinema Seats, which move in concert with the action on the big screen and use some of the most innovative technologies in cinema today. With the exception of the children's auditorium which will include a variety of playful seating options, all of the theatre's auditoriums will have luxurious seats that recline at the touch of a button.

In addition to *Cineplex Cinemas East Hills*, construction is also well underway for *Cineplex Cinemas Seton and VIP*. In addition to seven auditoriums that are open to guests of all ages, the new theatre will offer four VIP Cinema auditoriums, which are open to adults only and are exclusive to Cineplex. VIP Cinemas feature a fully-licensed lounge for guests to enjoy before or after the movie and specially-designed VIP auditoriums where they can relax in luxury recliners.

VIP Cinema guests can order from an expanded food and beverage menu – which includes a wide selection of wine, spirits and premium craft beers. In addition to Cineplex's famous popcorn, VIP Cinema guests can also select from a menu that features fresh salads, burgers, artisanal cheese plates, charcuterie boards and flatbreads. *Cineplex Cinemas Seton and VIP* is also expected to open this coming winter.

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#### **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) and amusement solutions (Player One Amusement Group). It also operates a location based entertainment business through Canada's newest destination for 'Eats & Entertainment' (The Rec Room), and an online eSports platform for competitive and passionate gamers (WorldGaming.com). 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](http://Cineplex.com) or download the Cineplex App.

#### **About RioCan**

RioCan is Canada's largest real estate investment trust with a total enterprise value of approximately \$14.6 billion as at March 31, 2017. RioCan owns and manages Canada's largest portfolio of shopping centres with ownership interests in a portfolio of 300 Canadian retail and mixed use properties, including 15 properties under development, containing an aggregate net leasable area of 46 million square feet. For the past 25 years, we have shaped the future, sensibly cultivated growth, and taken our stakeholders and partners wherever they needed to go. Currently, we have more than 6,200 tenants and 700 employees with a presence from coast to coast. We know that there is a home for every retailer. Whether we find it today or build it for tomorrow, we deliver real vision, solid ground. For more information, visit [www.riocan.com](http://www.riocan.com).

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