



**FOR IMMEDIATE RELEASE**

## **Cineplex Popcorn on Uber Eats? It Doesn't Get 'Butter' Than This!**

Delivery Service Now Available Through 60 Theatres Across Canada

Free Cineplex Store Movie Rental with All Orders Tomorrow Through Monday

TORONTO, ON, (TSX: CGX): June 28, 2018 – Cineplex, a leading entertainment and media company, today announced an expanded partnership with Uber Eats that will bring its famous popcorn and other popular concession items and combos to the doorsteps of Canadians across the country. Whether it is date night, an evening in with friends, or a mid-week treat, movie-lovers can now bring the Cineplex experience home with the help of Uber Eats.

Starting today, popular concession items – including popcorn, candy, soft drinks, hot dogs and nachos – are available for delivery through 60 Cineplex theatres in communities across British Columbia, Alberta, Ontario and Quebec.

“Cineplex has a long history of investing in innovation and today we are extending that approach beyond the walls of our theatres and into our guests’ living rooms,” said Ellis Jacob, President and CEO, Cineplex.

“Following a very successful pilot program in eastern and southern Ontario earlier in the year, we are so pleased to officially expand our partnership with Uber Eats to bring a special part of the movie-going experience into Canadian homes.”

In addition to individual concession items, movie-lovers can also choose from a variety of convenient, pre-bundled combos available at the touch of a button. By far the most popular menu item during the pilot, the ‘Cineplex Movie Night In Combo’ is exclusive to Uber Eats and provides movie-lovers with a free Cineplex Store HD movie rental, as well as two medium popcorns, two medium candies and two medium drinks for \$28.99. It’s a pretty sweet (and savoury) deal.

To celebrate the partnership, Cineplex is offering movie-lovers in British Columbia, Alberta and Ontario a free Cineplex Store HD movie rental with all Uber Eats orders from June 29-July 2, 2018. The Cineplex Store is your at home or on the go digital movie watching destination with thousands of digital new releases and

catalog titles from major Hollywood, Canadian and International studios. Visit [www.Cineplex.com/UberEats](http://www.Cineplex.com/UberEats) for more information on delivery zones and promotion details. To find out which Cineplex theatres offer delivery through Uber Eats, simply download the Uber Eats app and enter the name of your city.

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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 over 70 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). 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 across Canada (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](http://Cineplex.com) or download the Cineplex App.

### **About Uber Eats**

Co-founded by Canadian entrepreneur Garrett Camp in 2009, Uber is evolving the way the world moves. Since launching in Canada in December 2015, Uber Eats has revolutionized food delivery by offering hundreds of thousands of Canadians an opportunity to connect with local restaurants in cities like Toronto, Ottawa, Montreal, Vancouver, and more. For small business owners, Uber Eats has helped expand their reach and grow their businesses while also creating flexible earning opportunities for delivery partners.

For more information, visit [www.ubereats.com](http://www.ubereats.com).

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