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First Phase of *Cineplex Cinemas Seton and VIP* Opens Wednesday!

Movie-lovers Can Relax and Put Their Feet Up with Recliner Seating in All Auditoriums
Highly Anticipated VIP Cinemas Experience to Open Later this Summer

Toronto, ON, July 9, 2018 (TSX: CGX) – Calgary movie-lovers can now treat themselves to a well-deserved night out with the first phase of *Cineplex Cinemas Seton and VIP* opening on Wednesday, July 11, 2018. Located in south-east Calgary at Seton Boulevard and Deerfoot Trail, the new theatre spans over 46,000 square feet and features all recliner seating as well as a variety of enhanced entertainment options for movie-lovers, including UltraAVX and reclining D-BOX motion seats.

As of Wednesday, guests will be able to enjoy movies in seven of the theatre’s auditoriums, with the highly anticipated VIP Lounge and four VIP Cinemas auditoriums opening in the coming weeks. In addition to a variety of concessions items, including Cineplex’s famous popcorn, guests can enjoy a selection of delicious foods from Outtakes including premium nachos, hot dogs and poutine, as well as frozen treats from YoYo’s Yogurt Café. Tickets and showtimes for *Cineplex Cinemas Seton and VIP* are available now at the theatre box office, Cineplex Mobile App and at Cineplex.com.

“With the construction fire late last year seriously damaging the theatre just weeks before we were scheduled to open, *Cineplex Cinemas Seton and VIP* is a new theatre that already has a memorable history with the community,” said Ellis Jacob, President and CEO, Cineplex. “We are incredibly thankful for the patience of our partners, staff and Calgary movie-lovers as we worked tirelessly to get this theatre open and, of course, thankful for the Calgary Fire Department. We are looking forward to hosting a VIP-inspired evening for all the firefighters who helped us last year when we open the VIP Cinemas later this summer. Stay tuned!”

VIP Cinemas is an adults-only movie-going experience exclusive to Cineplex where guests can kick back, relax and have their food and beverage orders delivered right to their luxury recliners. In addition to Cineplex’s

famous popcorn, guests can select from an expanded food and beverage menu that features fresh salads and bowls, burgers, artisanal pizzas and indulgent desserts, along with a wide selection of handcrafted cocktails, wines and premium craft beers. When it opens in August, the VIP Cinemas experience at *Cineplex Cinemas Seton and VIP* will include four VIP auditoriums as well as a fully-licensed VIP lounge where guests can socialize with friends and enjoy food and drink before and after a movie.

Cineplex Cinemas Seton and VIP is the second of two new theatres to open in Calgary this year. *Cineplex Cinemas East Hills*, which opened its doors in April, features seven auditoriums including the country's first 'Cineplex Clubhouse,' a specially designed auditorium for young movie-lovers and their families. In addition to its network of 18 theatres across the province, Cineplex also operates three locations of The Rec Room – Canada's premiere social destination – in Alberta at South Edmonton Common, West Edmonton Mall and Deerfoot City, Calgary.

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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 165 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 or download the Cineplex App.

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