



FOR IMMEDIATE RELEASE

Cineplex Entertainment Rolling-Out the Red Carpet with Plans for New VIP Cinemas in Pickering

State-of-the-Art Theatre Scheduled to Open in Late 2017

Toronto, ON, June 1, 2016 (TSX: CGX) – Cineplex Entertainment, Canada’s largest theatre exhibitor, today announced plans to build a brand new theatre at Pickering Town Centre that will replace the mall’s existing theatre, *Famous Players Pickering 8 Cinemas*. Scheduled to open in late 2017, Pickering moviegoers will soon be able to treat themselves to a well-deserved night out with the opening of the city’s first VIP Cinemas, *Cineplex Cinemas Pickering and VIP*.

Located in the west wing of the shopping centre, the new theatre will span over 46,000 square feet and feature 12 screens, including four VIP Cinemas auditoriums. An adults-only premium offering exclusive to Cineplex, VIP Cinemas feature a fully-licensed lounge and auditoriums where guests can relax in luxury loungers. They will also have the opportunity to order from an expanded food and beverage menu – which includes a wide selection of wines, spirits and premium craft beers – delivered right to their seat. In addition to traditional movie fare, VIP Cinema guests can enjoy items such as calamari, spinach artichoke dip, artisanal cheese and charcuterie boards and flatbreads.

“We’re so pleased to open this new theatre and officially introduce the VIP Cinemas experience to the Pickering community,” said Ellis Jacob, President and CEO, Cineplex Entertainment. “*Cineplex Cinemas Pickering and VIP* will be a great way for adults to take time out of their busy lives to indulge in some well-deserved relaxation and entertainment in a luxurious and refined setting.”

“We look forward to expanding Cineplex Entertainment’s presence in Pickering Town Centre,” said Allan Arsenault, General Manager at Pickering Town Centre. “The new *Cineplex Cinemas Pickering and VIP* will be a premier movie theatre, offering a complete entertainment experience for Pickering residents of all ages.”

The theatre's traditional auditoriums will have plenty to offer guests including 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.

Construction is expected to begin in late fall 2016. *Famous Players Pickering & Cinemas* will operate business as usual until the new theatre opens to the public. Cineplex currently operates 163 theatres across Canada including 16 VIP Cinemas, with plans to open several more in the coming years.

-30-

About Cineplex Inc.

Cineplex Inc. ("Cineplex") is one of Canada's leading entertainment companies and operates one of the most modern and fully digitized motion picture theatre circuits in the world. A top-tier Canadian brand, Cineplex operates numerous businesses including theatrical exhibition, food service, amusement gaming, alternative programming (Cineplex Events), Cineplex Media, Cineplex Digital Media, and the online sale of home entertainment content through CineplexStore.com and on apps embedded in various electronic devices. Cineplex is also a joint venture partner in SCENE – Canada's largest entertainment loyalty program.

Cineplex is headquartered in Toronto, Canada, and operates 163 theatres with 1,666 screens from coast to coast, serving approximately 77 million guests annually through the following theatre brands: Cineplex Cinemas, Cineplex Odeon, Cineplex VIP Cinemas, Galaxy Cinemas, SilverCity Cinemas, and Scotiabank Theatres. Cineplex also owns and operates the UltraAVX™, Poptopia, and Outtakes brands. Cineplex trades on the Toronto Stock Exchange under the symbol CGX. More information is available at Cineplex.com.

Media Relations contact:

Sarah Van Lange

Director, Communications

Sarah.VanLange@Cineplex.com, 647-287-9582

Investor Relations contact:

Pat Marshall

Vice President, Communications and Investor Relations

Pat.Marshall@Cineplex.com, 416-323-6648