



FOR IMMEDIATE RELEASE

The Game Just Changed: Cineplex Starburst Inc. Becomes ‘Player One Amusement Group’

TORONTO, ON, (TSX: CGX), November 9, 2016 – Cineplex Entertainment today announced that Cineplex Starburst Inc. (“CSI”), a leading distributor and operator of amusement and gaming equipment, is rebranding its business. As of today, all of CSI’s business units will operate under its new name ‘Player One Amusement Group.’

Previously operating as four businesses – CSI, Brady Starburst LLC, Premier Amusements and Tricorp Amusements – the amalgamation creates one company that delivers entertainment and amusement gaming solutions for customers across North America and internationally. Player One Amusement Group provides a full-service offering that includes sales and distribution, route operations, parts and service as well as merchandising and consulting.

Much more than a name change, the amalgamation announced today creates new and exciting opportunities for Player One Amusement Group’s customers, suppliers and employees as it raises its game as one unified brand. That brand is being supported with a new company logo and website, WinWithP1AG.com. The website acts as a comprehensive and easy-to-navigate resource for existing and new customers about Player One Amusement Group. It also offers insights on the latest industry news as well as product and services information that changes the game.

Headquartered in Toronto, Ontario, Player One Amusement Group employs over 450 people in 21 offices throughout Canada and the United States. One of North America’s leading providers of interactive video, redemption and amusement gaming equipment, it specializes in solution servicing and design for a wide range of customers in the theatrical exhibition vertical as well as community-based entertainment destinations such as bowling centres, restaurants, arcades, shopping centres and water parks.

About Cineplex

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, The Rec Room 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 165 theatres with 1,683 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