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## **Cineplex Rebrands Cinemas in Ottawa and Winnipeg as Scotiabank Theatres**

Renaming follows recent extension of Canada's largest entertainment loyalty program

TORONTO, ON, (TSX: CGX), June 2, 2016 – Cineplex Entertainment (“Cineplex”) today announced that two of its SilverCity theatres will be rebranded as Scotiabank Theatres in the coming months. *SilverCity Gloucester Cinemas*, located in Ottawa, will change to *Scotiabank Theatre Ottawa* and Winnipeg’s *SilverCity Polo Park Cinemas* will become *Scotiabank Theatre Winnipeg*.

This rebranding follows Cineplex and Scotiabank’s announcement in November 2015 of a 10-year extension to the SCENE loyalty program, naming rights for two additional Scotiabank theatres, VIP Cinema sponsorship and an extension of its media commitment. The program boasts over seven million members who collect points every time they go to the movies, and even faster by signing up for the SCENE debit card™ or the Scotiabank SCENE VISA™ or the reloadable SCENE Prepaid VISA card™.

Cineplex currently operates Scotiabank Theatres in Vancouver, Edmonton, Calgary, Saskatoon, Toronto, Montreal, Halifax and St. John’s. Scotiabank is also presenting sponsor of Cineplex VIP Cinemas.

Guests in Ottawa can expect theatre signage to change in June 2016 and signage to the Winnipeg theatre is scheduled to be installed mid-summer. Movie listings will also be updated to reflect the change. Visit [Cineplex.com](http://Cineplex.com) for more information and show time details.

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### **About Scotiabank**

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#### **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, 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](http://Cineplex.com).

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