



FOR IMMEDIATE RELEASE

Subway Europe Partners with Cineplex Digital Media to Deploy Digital Signage Solution

**Companies Working Together to Install Thousands of Digital Displays in
Subway Locations Across Europe**

Toronto, ON, September 18, 2018 (TSX: CGX) – Cineplex Digital Media (“CDM”) is pleased to announce that it has been selected by Subway Europe (“Subway”) to design, deploy, support and operate a network of digital menu boards at Subway locations across Europe. The digital solution will enable Subway stores to efficiently display enterprise-wide or tailor-made content and promotions from a single access point. As part of the new partnership, CDM will work alongside Subway to provide ongoing strategic creative content, consulting services and marketing initiatives to over 5,400 new and existing restaurants.

CDM was selected for its creative expertise, flexible content management features and extensive experience providing digital menu board solutions to global brands in the Quick Service Restaurant market. Each network will consist of four 47” displays to be installed behind Subway sandwich counters and will feature CDM’s proprietary software solution which enables restaurant franchisees to manage and control in-store digital marketing programs.

“As a global franchise operating in multiple countries and languages, Subway has complex business needs that require customizable solutions and maximum flexibility,” said Mike Brouwers, Regional Marketing Director, Subway Europe. “CDM has a wealth of experience managing unique digital networks and their simplified solution to display content in multiple languages using a single source made them an obvious partner choice for this large-scale deployment.”

“We are excited to announce our new partnership with Subway as we continue to expand our international footprint and provide strategic digital solutions for top brands around the globe,” said Fab Stanghieri, Executive Vice President and General Manager, Cineplex Digital Media. “As the world’s largest submarine sandwich franchise, Subway recognizes the importance of providing dynamic, engaging and interactive guest experiences and we look forward to working together to optimize the overall customer journey.”

To date, CDM has launched its digital menu boards at over 100 Subway restaurants in the UK, Germany, Ireland, Norway, Sweden, the Netherlands, Finland, France, Belgium, Italy and Spain. Over the coming years, the solution will also see the installation of digital screens into new and existing locations across Europe.

On a mission to revolutionize digital experiences where people work, shop and play, Cineplex Digital Media has made a name for itself in the Digital Out-of-Home, Retail, Financial and Quick Service Restaurant industries by providing strategic, digital display and network solutions for its clients. CDM's industry leadership stems from its expertise in offering clients a full-service, end-to-end digital signage solution, including research and creative strategy, content production, installation and technical support, digital asset management, media sales and data analytics. For more information on Cineplex Digital Media, visit CineplexDigitalMedia.com.

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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.

About Subway® Restaurants

Subway offers a fresh alternative to traditional fast food, serving 7 million made-to-order sandwiches a day. Guests choose from 37 million combinations of quality proteins, fresh vegetables, and bread baked daily. The world's largest restaurant chain serves nutritious and delicious subs, soups, and salads at about 44,000 restaurants in more than 100 countries. The Subway experience is also delivered online at www.Subway.com and through the Subway® App, available in select markets at the Apple App Store and Google Play.

Founded by then 17-year-old Fred DeLuca and family friend Dr. Peter Buck more than 52 years ago, Subway is still a family-owned business, working with more than 21,000 dedicated Franchisees in communities around the world.

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