



**FOR IMMEDIATE RELEASE**

## **Cineplex Announces Two Additional Locations of The Rec Room**

Canada's Newest Premier Social Destination Opening New London Location, Second in Edmonton

TORONTO, ON, (TSX: CGX), January 5, 2017 – Cineplex today announced plans to open new locations of The Rec Room in Edmonton, Alberta, and London, Ontario. Canada's newest hot-spot for 'Eats and Entertainment,' The Rec Room brings together incredible dining experiences with exciting live entertainment and amusement gaming experiences, all under one roof. The two locations announced today will open in Edmonton's iconic *West Edmonton Mall* in 2017 and London's *CF Masonville Place* in 2018.

"We've already announced plans to open locations of The Rec Room in Toronto and Calgary, and we're excited to officially add London to that list," said Ellis Jacob, President and CEO at Cineplex. "The launch of The Rec Room at *South Edmonton Common* has truly surpassed our expectations and we love the idea that with our *West Edmonton Mall* location we'll have a strong foothold in the Edmonton community."

### ***West Edmonton Mall***

Located at 8882 170 Street. NW, construction on the over 50,000 square foot *West Edmonton Mall* location has already begun. *West Edmonton Mall* attracts over 30 million guests a year and the new location, which is scheduled to open in summer 2017, is sure to become one of the province's foremost entertainment destinations.

"On behalf of all of us at West Edmonton Mall, I would like to extend a warm welcome to The Rec Room," said David Ghermezian, CEO, West Edmonton Mall. "With so much to offer both our local guests and tourists, The Rec Room will be right at home at the most comprehensive retail, hospitality and entertainment complex in the world. It's another great reason for people to shop, play and stay at West Edmonton Mall."

### ***CF Masonville Place***

Located at 1680 Richmond Street in London, Ontario, The Rec Room *CF Masonville Place* will occupy approximately 36,000 square feet within the shopping centre. Part of Cadillac Fairview's multimillion dollar expansion and redevelopment project, construction on the new location will begin next year in preparation for a 2018 grand opening.

“We’re excited to welcome Canada’s newest premier social destination to CF Masonville Place, London’s leading shopping centre,” said Finley McEwen, Senior Vice President, Development, Cadillac Fairview. “We are committed to providing unique experiences for our customers and we believe that The Rec Room is a gathering place that will appeal to local residents and visitors alike, offering a place to have fun, share a toast, and enjoy delicious food. I have no doubt it will be an entertainment hot spot in the city.”

Cineplex plans to open between 10-15 new locations of The Rec Room over the coming years, each ranging in size from 30,000-60,000 square feet and customized to the individual community. The massive, often two-storey entertainment complexes will see half of the space being devoted to dining and live entertainment and the other half being devoted to amusement games and feature attractions. Leveraging Cineplex’s expertise in entertainment, operations, amusement gaming, food service, content creation and digital media, the newly announced locations at *West Edmonton Mall* and *CF Masonville Place* will feature:

- The best in wood-fired, Canadian-inspired cuisine available in The Rec Room’s upscale casual dining restaurant as well as ‘eatertainment-style’ dining in the games area
- A bar area where sports fans can grab a drink and catch the game on huge HD screens
- A massive attractions area where guests can play over 100 amusement games. Credits earned are tracked on RFID wristbands and can be redeemed at a redemption store for a variety of prizes
- Classic favourites like air hockey, pool and ping pong as well as large feature attractions
- A performance space that’s ideal for hosting live entertainment such as musical and comedy acts
- Multiple private dining rooms that will make The Rec Room the ultimate gathering spot for celebrations, corporate events and parties

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#### **About The Rec Room**

The Rec Room is Canada’s premier ‘Eats & Entertainment’ destination that brings together incredible dining, amusement gaming, technology and live entertainment experiences all under one roof. Part of Cineplex, The Rec Room is a premier social destination and the ultimate gathering spot for corporate events, groups and parties. While each location is customized to the individual community, The Rec Room concept features multiple dining environments and a wide range of entertainment options including a large amusement games area featuring state-of-the-art simulation, feature attractions and redemption games as well as an auditorium-style space perfect for musical acts, bands and comedians. For more information, visit [TheRecRoom.com](http://TheRecRoom.com) or follow the action on social media through Facebook ([TheRecRoomCA](https://www.facebook.com/TheRecRoomCA)), Twitter ([@TheRecRoomCA](https://twitter.com/TheRecRoomCA)), Snapchat ([@TheRecRoomCA](https://www.snapchat.com/add/TheRecRoomCA)) and Instagram ([@TheRecRoomCA](https://www.instagram.com/TheRecRoomCA)).

#### **About Cineplex**

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 [Cineplex.com/store](http://Cineplex.com/store) 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 164 theatres with 1,676 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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