



FOR IMMEDIATE RELEASE

Toys “R” Us Canada selects Cineplex Digital Media’s Digital Signage and Kiosks for New Concept Store

Toronto, ON, July 25, 2017 (TSX: CGX) – Today Cineplex Digital Media (“CDM”) announced that it has been selected to install an in-store digital signage and kiosk network for Toys “R” Us’ new concept store. Located in Langley, British Columbia, Cineplex Digital Media’s innovative technologies play a pivotal role in the deployment of the new store concept.

“Our Langley store is the evolution of our digital future,” says Clint Gaudry, Vice President, Marketing & Store Planning at Toys “R” Us. “The new integrated network elevates the shopping experience and makes it easier for customers to locate the products they are looking for, gain in depth information and make their purchases directly from a number of kiosks located throughout the store.”

Toys “R” Us will deploy an ‘endless aisle’ solution where customers can use the kiosks to browse not only in-stock items, but the brand’s entire offering. Powered by Cineplex Digital Media technology, the kiosks will feature videos and provide comprehensive product information to shoppers before making their purchase. Then by selecting “Get it now!” customers can complete their transaction right at the kiosk and pick up their purchase at the front of the store or have it shipped directly to their home.

“We are very pleased to be working with Toys “R” Us on this exciting and innovative project,” notes Nick Prigioniero, President, Cineplex Digital Media. “We look forward to enhancing the in-store experience by integrating our custom digital technologies into an easy, one-stop-shopping process for their customers.”

The installation includes a large feature wall with 2x2- 55” LCD screens, six 18.5” digital end caps and four POS integrated kiosks. Cineplex Digital Media will lead all content creation for the kiosks, and provide content management for the digital end caps and feature wall signage.

On a mission to revolutionize digital experiences where people work, shop and play, Cineplex Digital Media has made a name for itself in the Out-of-Home, Retail, Financial and Quick Service Restaurant industries by providing strategic, digital display and network solutions for its clients, including Toys “R” Us. 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 75 million guests annually through its circuit of 164 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) and amusement solutions (Player One Amusement Group). It also operates a location based entertainment business through Canada’s newest destination for ‘Eats & Entertainment,’ The Rec Room, and an online eSports platform for competitive and passionate gamers (WorldGaming.com). Additionally, 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 over 13,000 people in its offices across Canada and the United States. To learn more visit Cineplex.com or download the Cineplex App.

Cineplex Media Relations contact:

Sarah Van Lange

Director, Communications

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

Cineplex Investor Relations contact:

Pat Marshall

Vice President, Communications and Investor Relations

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