



For Immediate Release

***Counter-Strike: Global Offensive* storms into the WorldGaming Canadian Championship Series**

Assemble Your Team as Tournament Registration is Now Open

\$90,000 Prize Pool Up for Grabs...If You Can Make it Out Alive!

Snakmandoo™ Signs on as Tournament Sponsor

Toronto, ON— July 20, 2017 (TSX: CGX) – WorldGaming has announced that registration is now open for the WorldGaming *Counter-Strike: Global Offensive* Canadian Championships. As one of the world’s top eSports games, *Counter-Strike: Global Offensive* (CSGO) rewards serious skill—precisely why WorldGaming is calling for the very best tactical, tenacious and talented teams from across North America to take part. And the stakes are just too high to ignore—those strong enough to make it to the game stage will fight it out for C\$90,000 in total prizes and the coveted Championship title.

“We are thrilled to be launching *Counter-Strike: Global Offensive* for passionate and competitive North American teams,” says Wim Stocks, General Manager of WorldGaming. “CSGO is one of the world’s top eSports games, and we are so excited to be bringing it to players and spectators as part of the Canadian Championship Series. We cannot wait to see all of the incredible action unfold!”

From August 12, 2017 to September 3, 2017, teams can qualify for a spot in the Regional Finals through Online Qualifiers hosted on WorldGaming.com. From there, competing teams will rain down chaos on each other at Regional Events held in eight Cineplex theatres across Canada. Regional champion teams will qualify to compete in the National Finals, held at *Scotiabank Theatre Toronto* on September 23, 2017 and September 24, 2017. Tickets to watch the battle live are free and available at participating theatre box offices, and fans from around the world will be able to check out all the carnage and action live from the finals at:

Twitch.tv/WorldGaming.



[Snakmandoo™](#), a new line of crispy bakeable bites in ethnic-inspired flavours, has also signed on as sponsor and official snack of the *WorldGaming Counter Strike: Global Offensive Canadian Championships*. Throughout the sponsorship, Snakmandoo™ will fuel gamers forward through social contesting and influencer activations leading up to and at the National Finals event at *Scotiabank Theatre Toronto*.

Visit WorldGaming.com/CSGO to learn more about important dates, eligibility rules, and registration. Gamers can join the conversation online with #CSGO90 or by following WorldGaming on Facebook (Facebook.com/WorldGaming), Twitter ([@WorldGaming](https://twitter.com/WorldGaming)) or Instagram ([@WorldGaming](https://www.instagram.com/WorldGaming)).

Player registration fees are C\$25 per team of five and winners from the Regional Finals will be flown in to Toronto to compete in the Finals from either a US or Canadian city. Gamers must be at least 17 years of age to compete in *Counter-Strike: Global Offensive*.

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About WorldGaming

WorldGaming acts as a social gaming community for competitive gamers to interact with one another and with brands, targeting the gamer demographic. Launched in 2006, it is the premier destination for competitive and passionate gamers, with over 8,000,000 matches played and over \$40,000,000 in cash prizes paid to gamers. Owned and operated by Cineplex, WorldGaming is an online service that facilitates tournaments, leagues and ladders for all platforms. More information is available at WorldGaming.com.

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.

About Snakmandoo and Bellisio Foods Canada

Bellisio Foods Canada, Inc. has been providing quality, innovative food tailored to consumer tastes and lifestyles for over 25 years. Based in Mississauga, Ontario, Bellisio Foods is one of Canada's largest frozen food companies and a branded leader in frozen single-serve entrées and snacks, marketing products under their Michelina's and Snakmandoo brands, as well as under licensed brands, like Chili's At Home. For more information, visit <http://www.bellisiofoods.com>.



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