



FOR IMMEDIATE RELEASE

American Dairy Queen Corporation Selects Cineplex Digital Media to Ramp-Up Digital Merchandising Business

Offers Innovative Digital Solutions to Franchise Locations Across North America

Toronto, ON, January 27, 2016 (TSX: CGX) – Today Cineplex Digital Media (“CDM”) announced that it has been selected by American Dairy Queen Corporation (“ADQ”) as the endorsed provider of in-store digital merchandising solutions for the DQ® system in the US and Canada.

After an extensive audit and request for proposal process with over 30 participants, CDM was selected based on its experience in deployment and management of large, complex, digital merchandising networks, in addition to the introduction of innovative solutions and operations.

“Broadening our digital merchandising initiatives is a key strategic priority for us,” said Janna Rider, Director of Digital Merchandising for ADQ. “It was imperative to our brand that we select a business partner that will address not only the present requirements but also provide innovative, integrated digital solutions that meet the expectations of our future ‘fans,’ while supporting the needs of our franchisee community.”

“We are honored to have been selected by American Dairy Queen Corporation as its provider of digital menu board solutions,” said Nick Prigioniero, President, Cineplex Digital Media. “It is a privilege to collaborate with this internationally recognized, top-tier brand.”

ADQ will be using Cineplex Digital Media’s proprietary Content Management System (CMS) software to manage its Digital Menu Board Networks. The CMS enables franchisees to manage its in-store digital marketing programs from a single access point, giving them maximum flexibility and more control.

Known for technological innovation, Cineplex Digital Media has quickly made a name for itself in the Financial, Retail and Quick Service Restaurant industries by providing strategic, custom digital merchandising solutions for its clients, which now includes ADQ. CDM's industry leadership stems from its expertise in the technological, creative and analytics aspects of digital signage and ongoing maintenance management – offering clients a full-service, end-to-end solution.

Recently, Cineplex Digital Media showcased this Digital Menu Board Solution, and provided a glimpse of future offerings, at the *DQ* Expo in San Juan, Puerto Rico.

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About American Dairy Queen:

American Dairy Queen Corporation (ADQ), which is headquartered in Minneapolis, Minn., develops, licenses and services a system of more than 6,400 *Dairy Queen*® stores in the United States, Canada and 27 other countries. ADQ is part of the Berkshire Hathaway family of companies led by Warren Buffett, the legendary investor and CEO of Berkshire Hathaway. For more information, visit DairyQueen.com.

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 services, gaming, alternative programming (Cineplex Events), Cineplex Media, Cineplex Digital Solutions, Cineplex Digital Networks, 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 162 theatres with 1,655 screens from coast to coast, serving approximately 74 million guests annually through the following theatre brands: Cineplex Odeon, SilverCity, Galaxy Cinemas, Scotiabank Theatres, Cineplex Cinemas and Cineplex VIP Cinemas. 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.

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