



**FOR IMMEDIATE RELEASE**

**Ottawa's newest theatre – and first VIP Cinemas – opens Friday, March 27**  
*Cineplex hosts exclusive advanced tour for Ottawa media on Tuesday, March 24*

Toronto, ON, March 17, 2015 (TSX: CGX) – Ottawa movie-goers get the VIP treatment beginning Friday, March 27 – with the opening of Ottawa's first VIP Cinemas at *Cineplex Cinemas Lansdowne and VIP*.

The theatre, the first of its kind in the nation's capital, offers four VIP Cinemas auditoriums, five traditional auditoriums and an UltraAVX auditorium featuring two rows of D-BOX motion seats.

*"Cineplex Cinemas Lansdowne and VIP offers one of the widest selections of movie-going options anywhere in Canada,"* said Ellis Jacob, President and CEO, Cineplex Entertainment. *"Whether we're talking about our VIP Cinemas auditoriums, the immersive experience offered by UltraAVX and D-BOX, or the traditional movie-going experience – this theatre is one of a kind in Ottawa."*

Cineplex VIP Cinemas presented by Scotiabank offer luxurious reserved seating; food and beverage service at your seat; licenced auditoriums; and a high-end, licenced lounge – where guests can extend their stay and enjoy the full VIP Cinemas menu.

The experience takes in-theatre dining to a new level, offering all the traditional movie snacks, as well as VIP menu items: calamari, flatbread pizza, wraps, salads and much more. VIP Cinemas also offer a special drink menu, including a wide selection of beer, wine, cocktails and martinis.

UltraAVX auditoriums feature reserved seating, a wall-to-wall screen, ultra high definition projection and Dolby Atmos surround sound. The auditoriums are made for fans of a big screen and stunning sound – and are a popular choice for hot new releases and Hollywood action films.

D-BOX motion seats are one of the hottest technologies in cinema today, providing a multi-sensory enhancement to the action on the big screen. Many of today's action-filled movies are specially coded to command D-BOX seats to move in concert with the action on the big screen.

The theatre will also feature an XSCAPE Entertainment Centre – a cutting-edge redemption gaming facility, offering the latest in video and interactive games – as well as Cineplex's proprietary food service options: YoYo's Yogurt Café, which offers self-serve frozen yogurt, and Poptopia – the company's handcrafted gourmet popcorn brand.

***Cineplex Cinemas Lansdowne and VIP – Media Tour***

Cineplex will host a tour of *Cineplex Cinemas Lansdowne and VIP* for accredited media on Tuesday, March 24, 2015, at 11:00 a.m. EST. To RSVP, contact [mike.langdon@cineplex.com](mailto:mike.langdon@cineplex.com).

### **About VIP Cinemas presented by Scotiabank**

With VIP Cinemas presented by Scotiabank, guests enjoy a premium entertainment experience available exclusively at Cineplex Entertainment theatres in Canada. They feature specially designed auditoriums exclusively for adult guests, in-seat menu service, a licenced lounge and a dedicated box office. VIP auditoriums feature reserved seating enabling guests to select their specific seat in advance. A VIP auditorium also features full stadium seating with larger, luxurious seats with tabletops embedded in their armrest. Ordered items will be delivered directly to the guest at their seat. Guests can also enjoy the licenced lounge before and after a movie.

### **About UltraAVX**

*UltraAVX* provides guests with the sharpest picture, a powerful digital surround sound system and reserved seating, delivering a truly immersive movie-going experience. *UltraAVX* features wall-to-wall screens that are significantly larger on average than our traditional screens. Christie Solaria™ Series 4230 DLP Cinema® projectors provide an ultra high definition presentation, projecting super bright, crystal clear images onto the big screen.

The system is further enhanced with the addition of RealD 3D technology, enabling the presentation of the latest 3D movies. Complementing the stunning on-screen picture from these new 4K projectors is a superb Dolby Atmos surround sound system that envelops the audience and takes the cinema experience to a whole new level. Guests will enjoy the super comfy high-back rocker seats. Because all seats are reserved, guests can select the specific seat(s) they want in the auditorium when they purchase their tickets.

### **About XSCAPE Entertainment Centres**

XSCAPE is an entertainment destination featuring the latest video and interactive games, a redemption area featuring great prizes, full-service licensed lounge and special event party suites. Several games dispense prize tickets which can then be exchanged at a redemption counter for one of many great prizes. SCENE members can earn and redeem their SCENE points when purchasing XSCAPE Play Cards.

### **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 (Front Row Centre 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 160 theatres with 1,638 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](http://Cineplex.com).

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