



**For Immediate Release**

## **Game On: Cineplex and WorldGaming Sign Comprehensive Deal with Sony Computer Entertainment Canada (PlayStation®)**

Registration Opens Today for the First National Tournament Featuring *Call of Duty®: Black Ops III*

Gaming Enthusiasts Competing for Bragging Rights and \$50,000 in Total Prizing

**Toronto, ON** – January 11, 2016 (TSX: CGX) – Cineplex and WorldGaming today announced details around a new, comprehensive partnership with Sony Computer Entertainment Canada (“SCEC”) as well as its first in a series of national video gaming tournaments. Registration opens today for the ‘Cineplex WorldGaming Canadian Tournament Presented by PlayStation’ featuring *Call of Duty: Black Ops III*, one of the most popular game franchises of all time. The one-vs-one tournament’s Online Qualifiers will be produced by WorldGaming and the Regional Finals and Canadian Final events will be hosted at Cineplex theatres across Canada.

With \$50,000 in total prizing up for grabs, the winner of the tournament is going home with \$20,000 cash and \$8,000 and \$3,500 will be lining the pockets of the second and third place winners respectively. Other prizing for gamers and the spectators cheering them on includes free movie passes, games, consoles and of course, bragging rights. Registration to play and compete in the ‘Cineplex WorldGaming Canadian Tournament Presented by PlayStation’ featuring *Call of Duty: Black Ops III* is absolutely free.

“It’s great to launch this series of national gaming tournaments with one of the biggest titles in the industry – *Call of Duty: Black Ops III*,” said Pat Marshall, Vice President, Communications and Investor Relations at Cineplex Entertainment. “Partnering with PlayStation will create an event the likes of which the gaming community in Canada has never experienced.”

Cineplex and WorldGaming also announced an exciting new partnership with SCEC, a world leader in interactive entertainment and gaming hardware. The deal gives SCEC the exclusive rights of Presenting

Sponsor as well as the ability to select the Title Sponsor for all Canadian Championship tournaments through to December 2016. It also provides access to promotional and advertising opportunities through on-site signage at events as well as online, in *Cineplex Magazine* and *Le Magazine Cineplex* and during the Pre-Show at Cineplex theatres across Canada.

“We are thrilled to be a part of this exciting initiative that unites Canadian game enthusiasts with some intense competition,” said Ryan Hassan, General Manager, Sony Computer Entertainment Canada (PlayStation). “By collaborating with Cineplex and WorldGaming, we are able to bring one of the best experiences to gaming fans across the country.”

The ‘Cineplex WorldGaming Canadian Tournament Presented by PlayStation’ featuring *Call of Duty: Black Ops III* will begin with Online Qualifiers from January 16 – February 7, 2016, moving to Regional Finals in 24 Cineplex theatres across Canada on February 21, 2016. The tournament will culminate with the Canadian Finals event on March 6, 2016 in Toronto. Click [here](#) to see the list of the 24 communities hosting the Regional Finals tournaments.

Gamers must be at least 18 years of age to compete for title of Canadian Champion. Spectators purchasing tickets to attend the Regional Finals and Canadian Final events will need to be 17 years of age or older and are encouraged to visit [Cineplex.com/GameOn](http://Cineplex.com/GameOn) for more information or [WorldGaming.com/Cineplex](http://WorldGaming.com/Cineplex) to register.

Supporters can also join the conversation online using the hashtags #GameOn and #BlackOps3 or by following Cineplex Entertainment on Facebook ([Facebook.com/Cineplex](http://Facebook.com/Cineplex)), Twitter ([@CineplexMovies](https://twitter.com/CineplexMovies)) or Instagram ([@CineplexMovies](https://www.instagram.com/CineplexMovies)), and PlayStation Canada on Facebook ([Facebook.com/PlayStationCanada](http://Facebook.com/PlayStationCanada) and [Facebook.com/PlayStationCanadaFr](http://Facebook.com/PlayStationCanadaFr)), Twitter ([@PlayStationCA](https://twitter.com/PlayStationCA)) or Instagram ([@PlayStationCA](https://www.instagram.com/PlayStationCA)).

#### **About Cineplex Inc.**

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](http://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, Colossus, Coliseum, Scotiabank Theatres, Cineplex Cinemas, Cineplex VIP Cinemas, Famous

Players and Cinema City. 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).

**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 Entertainment, WorldGaming is an online service that facilitates tournaments, leagues and ladders for all platforms. More information is available at [WorldGaming.com](http://WorldGaming.com).

“PlayStation” is a registered trademark of Sony Computer Entertainment Inc.

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**For more information contact:**

Sarah Van Lange  
Cineplex Entertainment  
Director, Communications  
416-323-6648, [sarah.vanlange@cineplex.com](mailto:sarah.vanlange@cineplex.com)

Erika Casupanan  
Media Profile  
Consultant  
416-342-1824, [erika.casupanan@mediaprofile.com](mailto:erika.casupanan@mediaprofile.com)