



FOR IMMEDIATE RELEASE

***Cineplex VIP Cinemas Don Mills – Canada’s first movie theatre
built exclusively for adults – opens Friday, August 15***

Guests can enjoy delicious appetizers and entrees, and also a beer, wine, cocktail or martini

Toronto, ON, August 12, 2014 (TSX: CGX) – Date night at the movies gets more refined, and more delicious, for Toronto movie-goers, beginning Friday, August 15.

That’s when Cineplex will open the doors to *Cineplex VIP Cinemas Don Mills*, the GTA’s latest VIP Cinema presented by Scotiabank, and the first Canadian movie theatre built exclusively for adults.

Cineplex VIP Cinemas presented by Scotiabank are a premium entertainment experience, offering adults-only refinement, a VIP menu of specialty appetizers and entrees; reserved seating; licenced auditoriums; a licenced lounge; premium in-seat service; and much more.

Cineplex’s VIP Menu takes the in-theatre dining experience to a new level. Guests will enjoy delicious appetizers, including a selection of salads, calamari, bruschetta and an artisanal cheese plate from Toronto’s famed Cheese Boutique. Sumptuous entrees include a selection of flatbreads and wraps, a chicken parmesan sandwich, fish and chips and much more.

Guests can also enjoy a beer, wine, cocktail, or martini – before, during or after the movie.

“We look forward to bringing Canada’s most in-demand movie-going experience to Toronto,” said Ellis Jacob, President and CEO, Cineplex Entertainment. “Our VIP Cinemas have been overwhelmingly popular wherever they’ve opened in Canada, and we expect our Don Mills location will be no exception.”

With this opening, Cineplex operates VIP Cinemas in 11 locations across Canada, including three others in the Greater Toronto Area: *Cineplex Cinemas Queensway and VIP*; *Cineplex Cinemas Yonge-Dundas and VIP* and *Cineplex Odeon Varsity and VIP*. Cineplex will open two additional VIP Cinemas in the GTA by the end of 2015: *Cineplex Cinemas Downtown Markham and VIP* in late 2014 and *Cineplex Cinemas Yonge-Eglinton and VIP* (currently *SilverCity Yonge-Eglinton Cinemas*) in 2015.

Cineplex VIP Cinemas Don Mills is located at Shops at Don Mills – 12 Marie Labatte Road in Toronto, near the intersection of Don Mills Road and Lawrence Avenue East. The theatre features five auditoriums and more than 500 seats.

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 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 with Scotiabank in SCENE – Canada's largest entertainment loyalty program.

Cineplex is headquartered in Toronto, Canada, and operates 162 theatres with 1,638 screens from coast to coast, serving approximately 77 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.

About Scotiabank

Scotiabank is a leading financial services provider in over 55 countries and Canada's most international bank. Through our team of more than 86,000 employees, Scotiabank and its affiliates offer a broad range of products and services, including personal and commercial banking, wealth management, corporate and investment banking to over 21 million customers. With assets of \$792 billion (as at April 30, 2014), Scotiabank trades on the Toronto (BNS) and New York (BNS) Exchanges. Scotiabank distributes the Bank's media releases using Marketwired. For more information please visit www.scotiabank.com.

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