



FOR IMMEDIATE RELEASE

Cineplex acquires IMAX Theatre at Quebec City's Les Galeries de la Capitale

Just in time for the opening of *The Avengers: Age of Ultron*

Montreal, QC, April 23, 2015 (TSX: CGX) – Cineplex Entertainment LP (“Cineplex”) today announced plans to acquire the IMAX Theatre at *Les Galeries de la Capitale* in Quebec City, Quebec, from Cinémax Quebec Inc.

The 400 seat, single-auditorium IMAX Theatre, located at 5401 Boulevard des Galeries, will become the twenty-second IMAX Theatre in Cineplex’s circuit. The transaction is expected to close April 30, 2015, and the theatre will remain open throughout the ownership transition.

All theatre employees will be offered employment with Cineplex.

“IMAX has a strong following among Canadian movie-goers and is one of the best ways to enjoy Hollywood’s hottest new releases,” said Daniel Seguin, Vice President, Eastern Canada and General Manager, Quebec, Cineplex Entertainment. “This is one of the largest IMAX screens in the world – and we know our guests will enjoy the many benefits of Cineplex ownership, including the addition of reserved seating, Cineplex Tuesdays and the immensely popular SCENE loyalty program.”

“For the past 10 years, we’ve worked to offer the best possible cinematic experience for our guests,” said Charles Auger, President, Cinémax Quebec Inc. “We are proud that ownership of this important entertainment destination in Quebec City will pass to Cineplex – a company recognized as one of the world’s top theatre exhibitors, and one of the country’s most admired corporate cultures.”

Cineplex Tuesdays offer guests discounted Tuesday admissions at all Cineplex theatres nationwide.

SCENE is Canada’s top loyalty program for movie lovers. The program provides members with an immediate 10 per cent discount on concession purchases, in addition to the ability to earn SCENE points with the purchase of tickets, concessions and items from CineplexStore.com. SCENE members also receive an additional 10 per cent discount on Cineplex Tuesday admissions. Join for free at SCENE.ca.

Cineplex Cinemas IMAX Theatre at Galeries de la Capitale will continue showing the latest IMAX and Hollywood programming. Cineplex plans to enhance theatre concessions to include its popular combo offerings. The company will honour valid theatre gift cards and passes for a period of one year from the closing date.

Beginning in mid-May, guests will be able to purchase movie tickets for *Cineplex Cinemas IMAX Theatre at Galeries de la Capitale* – with no service fees – using the Cineplex mobile app, or online at Cineplex.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 (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.

The largest and most successful exhibitor in Quebec, Cineplex operates 21 theatres and one drive-in totaling 260 screens and serves approximately 11 million guests annually. Cineplex is headquartered in Toronto, Canada, and operates 161 theatres with 1,651 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.

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