



FOR IMMEDIATE RELEASE

Cineplex Entertainment Opens New Theatre in Vancouver's Marine Gateway Neighbourhood

Company Rolls-Out the Red Carpet with City's First VIP Cinemas

Toronto, ON, March 2, 2016 (TSX: CGX) – Vancouver moviegoers will soon have an excuse to treat themselves to a well-deserved night out, with the opening of *Cineplex Cinemas Marine Gateway and VIP*. Cineplex Entertainment, the country's largest theatre exhibitor, today announced that it will be opening the doors to its newest theatre on Friday, March 4, 2016 in South Vancouver's emerging Marine Gateway community.

Located at 452 SW Marine Drive, the new theatre is over 56,000 square feet and features over 1,900 seats and 11 screens. Built over two storeys, the first floor features seven traditional auditoriums and an UltraAVX auditorium equipped with Dolby Atmos® sound and D-BOX Motion Seats. The second level is home to the theatre's three VIP Cinema auditoriums and licensed lounge.

"Cineplex Cinemas Marine Gateway and VIP is a great addition to this growing community as well as our expansive network of theatres across Canada," said Ellis Jacob, President and CEO, Cineplex Entertainment. *"We're so pleased to introduce the VIP Cinema experience to the Vancouverites. It's a great way for adults to take time out of their busy lives to indulge in some well-deserved entertainment in a luxurious and refined setting."*

The new VIP Cinemas feature a fully-licensed lounge and patio, as well as licensed auditoriums with reserved seating. Guests can relax in large, high-back recliner seats and order from an expanded food and beverage menu which can be enjoyed in the lounge or in-seat. Along with traditional movie snacks, VIP Cinema guests can enjoy features like calamari, artisanal cheese and charcuterie boards, burgers, wraps and salads. And because VIP Cinemas welcome adults only, guests can also enjoy a wide selection of wines, spirits and premium craft beers, including local favourites from DeadFrog brewery.

The theatre's traditional cinema has plenty to offer guests as well, including UltraAVX™, one of Cineplex's most popular ways to watch a movie with a massive wall-to-wall screen, ultra-high definition presentation

and a powerful Dolby Atmos sound system. The theatre's UltraAVX auditorium features comfy high-back rocker seats that can be reserved in advanced as well as two rows of D-BOX Motion Seating, which move in concert with the action on screen. While Cineplex VIP Cinemas are open exclusively to adults over the age of 19, all other areas of the theatre remain open to all ages.

Adding approximately 130 jobs to the community, the new theatre will also feature a large Cinescape arcade and a variety of food service options from Outtakes Backstage Bistro and Yo-Yo's Yogurt Café. With the opening of *Cineplex Cinemas Marine Gateway and VIP*, Cineplex will operate 163 theatres nationwide and 23 theatres in British Columbia, including successful VIP Cinemas in Abbotsford and Coquitlam.

Tickets and showtimes are available now at the theatre box office, through the Cineplex Mobile App and at [Cineplex.com](https://www.cineplex.com). Be sure to share your experience with #MarineGatewayVIP.

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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 service, amusement gaming, alternative programming (Cineplex Events), Cineplex Media, Cineplex Digital Media, 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 77 million guests annually through the following theatre brands: Cineplex Cinemas, Cineplex Odeon, Cineplex VIP Cinemas, Galaxy Cinemas, SilverCity Cinemas, and Scotiabank Theatres. 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](https://www.cineplex.com).

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