



**FOR IMMEDIATE RELEASE**

## **Toronto Blue Jays and Cineplex Media hit a home run with new digital installation**

*Design your own baseball card, revisit classic moments in Jay's history, and gesture-hit R.A. Dickey's knuckleball*

Toronto, ON, April 13, 2015 (TSX: CGX) – Anxious for the Toronto Blue Jays home opener? Cineplex Media is making the wait a little more fun with the launch of its most sophisticated digital installation to date. Through its popular Interactive Media Zone (IMZ), OMD and the Toronto Blue Jays are bringing baseball fans the ultimate interactive experience.

The Interactive Media Zone features multiple templates on massive touch-screens that can be fully customized, allowing advertisers and guests to digitally connect like never before.

This is the first Interactive Media Zone digital installation that leverages all of the zone's capabilities, including touch, gesture, image capture, on-screen content manipulation technologies, social media connectivity and participant data capture.

Available at *Cineplex Cinemas Yonge-Dundas and VIP* and *Scotiabank Theatre Toronto*, the installation features three unique interactive activities that give guests the opportunity to virtually compete against their favourite Blue Jays players.

"We challenged our team to come up with new and engaging platforms upon which to create a powerful emotive connection with our fans," said Anthony Partipilo, Vice President Marketing and Merchandising, Toronto Blue Jays. "Cineplex's Digital Media Zone has achieved that for us and allows us to reach fans in new and innovative ways outside of the ballpark. We're excited to see the results come to life."

The custom application, developed by Cineplex Digital Solutions, was used to power three baseball-themed digital experiences. The zone's 84" screens toggle between a build your own Player Card experience, and a video reel where guests can review classic clips from the Blue Jay's history, such as the winning home run from their last World Series win. Guests eager to be part of the action can play with the zone's Christie Digital Tiles, which immerse players right into the game, as they attempt to hit a knuckleball.

When standing at home plate, guests can gesture-hit a pitch and experience the incredible movement of R.A. Dickey's knuckleball as it dances toward the plate. Based on your swing – and how well you "hit" the ball -- you receive a score and ranking on the zone's leaderboard.

The program is running from March 20 to April 16 and has been a huge hit with baseball and movie fans alike, registering more than 4,000 interactions in the first two weeks.

“The Interactive Media Zone is the ultimate engagement experience for advertisers,” said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. “This Blue Jays installation successfully integrated our wide range of technological abilities and leveraged them to create a powerful and engaging marketing tool.”

The full network of Cineplex Interactive Media Zones will be operational in Summer 2015, in 45 theatres coast-to-coast. Advertising sold by Cineplex Media.

**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 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, 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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**For information, interviews or photos please contact:**

Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment  
416-323-6648, [pat.marshall@cineplex.com](mailto:pat.marshall@cineplex.com)

Kate White, Coordinator, Communications, Cineplex Entertainment  
416-323-7263, [kate.white@cineplex.com](mailto:kate.white@cineplex.com)