



FOR IMMEDIATE RELEASE

Coming soon to Kitchener: A Cineplex theatre near you

Cineplex announces the beginning of construction at
Cineplex Cinemas Kitchener and VIP

Toronto, ON – June 30, 2015 (TSX: CGX) – Cineplex Entertainment today announced it has begun construction of the highly anticipated *Cineplex Cinemas Kitchener and VIP*.

The theatre, located at the former Waterloo Record site on Fairway Road, will open in late 2016 with more than 1,700 seats and 11 auditoriums, including three VIP Cinemas, a licenced lounge and Cineplex's cutting-edge UltraAVX™ experience.

"We see *Cineplex Cinemas Kitchener and VIP* becoming a premier entertainment destination in the Tri-Cities area," said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. "From the luxury of our VIP Cinemas, to the exceptional entertainment experience offered by our traditional and UltraAVX auditoriums, we know our guests are going to love what we have in store."

Cineplex VIP Cinemas presented by Scotiabank are open only to adults and offer luxurious reserved seating; food and beverage service at your seat; licenced auditoriums; and a high-end, licenced lounge – where guests can extend their stay and enjoy the full VIP Cinemas menu.

The VIP Cinemas experience takes in-theatre dining to a new level, offering all the traditional movie snacks, as well as VIP menu items: calamari, flatbread pizza, wraps, salads and much more. VIP Cinemas also offer a special drink menu, including a wide selection of beer, wine, cocktails and martinis.

UltraAVX auditoriums feature reserved seating, wall-to-wall screens, ultra high definition projection and Dolby Atmos surround sound. The auditoriums are made for fans of a big screen and stunning sound – and are a popular choice for hot new releases and Hollywood action films.

About UltraAVX™

UltraAVX™ provides guests with the sharpest picture, a powerful digital surround sound system and reserved seating, delivering a truly immersive movie-going experience. *UltraAVX™* features wall-to-wall screens that are significantly larger on average than our traditional screens. Christie Solaria™ Series 4230 DLP Cinema® projectors provide an ultra high definition presentation, projecting super bright, crystal clear images onto the big screen.

The system is further enhanced with the addition of RealD 3D technology, enabling the presentation of the latest 3D movies. Complementing the stunning on-screen picture from these new 4K projectors is a superb Dolby® Atmos™ surround sound system that envelops the audience and takes the cinema experience to a whole new level. Guests will enjoy the super comfy high-back rocker seats. Because all seats are reserved, guests can select the specific seat(s) they want in the auditorium when they purchase their tickets.

About Cineplex 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 in SCENE – Canada’s largest entertainment loyalty program.

Cineplex is headquartered in Toronto, Canada, and operates 162 theatres with 1,652 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 presented by Scotiabank. 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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