



FOR IMMEDIATE RELEASE

Cineplex to raise the curtain on Saskatoon VIP Cinema

Toronto, ON, January 5, 2015 (TSX: CGX) – A glass of wine with your popcorn? Or how about a delicious cheese plate while you relax in your luxurious movie seat? It’s all possible beginning January 16, 2015 – when Cineplex opens the doors to Saskatoon’s very own VIP Cinema.

The VIP Cinemas at *Scotiabank Theatre Saskatoon and VIP* (formerly *Galaxy Cinemas Saskatoon*) 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 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.

“VIP Cinemas have been overwhelmingly popular wherever they’ve opened in Canada, offering an intimate cinema experience that takes movie-going to a new level of luxury and refinement,” said Ellis Jacob, President and CEO, Cineplex Entertainment. “We know our guests in Saskatoon are going to absolutely love the VIP Cinemas experience.”

In total, *Scotiabank Theatre Saskatoon and VIP*, located at 347 2nd Avenue South, features three VIP Cinema auditoriums, an UltraAVX auditorium, and 11 traditional auditoriums. Cineplex VIP Cinemas are open to adults only. All other areas of the theatre remain general admission.

With this opening, Cineplex will operate VIP Cinemas in 12 locations across Canada, with several more scheduled to open across the country in the next two years.

***Scotiabank Theatre Saskatoon and VIP* – Media Tour**

Cineplex will host a tour of *Scotiabank Theatre Saskatoon and VIP* for accredited media on Tuesday, January 13, 2015, at 1:00 p.m. CST. To RSVP, contact kate.white@cineplex.com.

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 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

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 1,639 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.

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