



FOR IMMEDIATE RELEASE

Cineplex introduces *The Rec Room*:
Canada's premier social entertainment destination
First location to open at South Edmonton Common in late 2015

Toronto, ON, January 26, 2015 (TSX: CGX) – Cineplex Entertainment today announced plans to develop *The Rec Room™*, Canada's premier social entertainment destination.

The Rec Room will feature a wide range of entertainment options: a large attractions area featuring state of the art simulation games, redemption gaming for prizes, and a variety of recreational games that may include luxury bowling, billiards, shuffleboard and ping pong.

There will be an auditorium-style venue offering live entertainment – musical acts, bands and comedians – and also featuring a theatre-sized, high definition screen for catching the game or watching a wide range of other entertainment programming.

The Rec Room will offer an upscale casual dining environment, featuring an open kitchen and a contemporary menu offering everyone's favourites, as well as an "eatertainment-style" concept in the games area. A large centre bar area will include impressive digital displays and serve as the gathering spot for watching the big game or other major events. The Rec Room will also integrate a cutting-edge interactive technology platform that will enhance all aspects of the entertainment experience.

The Rec Room is expected to have broad appeal to young adults and families, while also serving as a great venue for corporate events and group parties.

The first location will open in late 2015 at South Edmonton Common, in Edmonton, Alberta. The more than 40,000 square foot location will be adjacent to Cineplex's existing theatre and serve as a strong complement to an already exciting retail and entertainment destination.

Additional locations will open nationally over the course of the next several years.

"While variations of this concept have been rolled out on a wider scale in the US, our research shows a significant opportunity to develop and grow this business on a national scale in Canada," said Ellis Jacob, President and CEO, Cineplex Entertainment. "Cineplex is well-positioned to leverage existing entertainment, gaming, food service, digital media, and operational capabilities to bring this concept to life."

The Rec Room is a natural extension of, and complement to, Cineplex's existing entertainment, gaming, food service and digital media businesses, including:

- Cineplex is one of Canada's largest and most successful entertainment companies, entertaining more than 77 million guests in 160 theatre locations annually.

- Cineplex is also the largest gaming operator in Canada, and has a 50 per cent joint venture interest in Cineplex Starburst Inc. – the largest distributor of arcade games in Canada. The company also owns and operates 18 XSCAPE Entertainment Centres – one of the top family entertainment and redemption gaming centres in Canada.
- Cineplex is one of the largest food service brands in Canada by revenue. The company operates 12 VIP Cinema locations – which offer full bar service and a casual dining menu – in an upscale lounge setting.
- Cineplex Digital Media is one of Canada’s largest digital media companies, providing innovative digital signage and cutting-edge, socially interactive technology to leading Canadian retailers, quick service restaurants and shopping centres throughout North America.

Analyst Call

Cineplex will host an analyst call to discuss this announcement on Monday, January 26, at 10:30 a.m. EST.

To participate in the call, please dial 416-847-6330 (in Toronto) or 1-866-530-1553 (outside Toronto), at least five minutes prior to the call. Please quote the conference ID: 1189585.

A recording of the call will be available from 1:30 p.m. EST. on Monday, January 26 until 1:30 p.m. EST on Monday, February 2. To listen to the recording, please dial 647-436-0148 (Toronto) or 1-888-203-1112 (outside Toronto). Please quote the conference ID: 1189585.

Please note: media may participate in the call in listen-only mode.

About *The Rec Room*

The Rec Room concept will feature a wide range of entertainment options: a large games area featuring state of the art simulation games, redemption gaming for prizes and other recreational games. There will be an auditorium-style venue offering live entertainment – musical acts, bands and comedians – and also featuring a theatre-sized, high definition screen for catching the game or watching a wide range of other entertainment programming. *The Rec Room* will offer an upscale casual dining environment, including an open kitchen, as well as an “eatertainment-style” concept in the games area.

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 160 theatres with 1,638 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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