



**FOR IMMEDIATE RELEASE**

## **Cineplex Brings the VIP Experience to Toronto's Yonge-Eglinton Neighborhood**

*Traditional Lobby and Cinemas Also See Major Upgrades*

Toronto, ON, December 9, 2015 (TSX: CGX) – Moviegoers in Toronto's Yonge-Eglinton area can now treat themselves to an evening of cinematic luxury. Canada's largest theatre exhibitor will open the doors to its new VIP Cinemas expansion at *Cineplex Cinemas Yonge-Eglinton and VIP* (formerly SilverCity) on Friday, December 11, 2015. With a fully licensed lounge, superior digital projection and surround sound as well as in-seat food and beverage service, VIP Cinemas are a premium movie and entertainment experience that makes a well-deserved night out truly indulgent.

"VIP Cinema are 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," said Ellis Jacob, President and CEO, Cineplex Entertainment. "We're excited to unveil the new expansion to the Yonge-Eglinton community – we know they're going to love it as much as we do."

*Cineplex Cinemas Yonge-Eglinton and VIP*, located at 2300 Yonge Street, now features three large VIP Cinema auditoriums in addition to the theatre's UltraAVX auditorium and eight traditional auditoriums. The expansion, spanning over 17,000 square feet, includes the addition of 256 luxurious seats that fully recline for optimal comfort. All seats can also be reserved in advance online at [Cineplex.com](http://Cineplex.com) or through the Cineplex Mobile App.

Moviegoers can also enjoy service at their seat in licensed auditoriums, and can extend their stay before and after the film in the dual-level licensed lounges which feature a cozy fireplace and stunning floor-to-ceiling windows overlooking Yonge Street.

VIP Cinemas also feature an expanded food and beverage menu which can be enjoyed in the lounge or in-seat. Along with traditional movie snacks, guests can enjoy features like calamari, artisanal cheese and charcuterie boards, burgers, wraps and salads. They can also enjoy a wide selection of wines, spirits and premium craft beers.

Guests of the traditional cinemas at Yonge-Eglinton will notice that it has also undergone major upgrades and renovations including a newly designed concession area and new auditorium seating, among other areas. 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.

Cineplex now operates VIP Cinemas in 15 locations across Canada, including six in the Greater Toronto Area. The company has plans to introduce several more across the country in the next few years. For tickets and show times, visit [Cineplex.com](http://Cineplex.com).

#### **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 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](http://Cineplex.com).

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