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Cineplex Cinemas Yonge-Dundas gets VIP treatment
Cineplex to open luxurious VIP Cinemas in downtown Toronto

Toronto, ON, October 15, 2013 (TSX: CGX) – Cineplex Entertainment today announced plans to open its latest VIP Cinemas at Toronto’s *Cineplex Cinemas Yonge-Dundas* mid-next year.

VIP Cinemas are a premium, adults-only movie-going experience that offers service at your seat, comfortable reserved seating, a licenced lounge and auditoriums, specialty appetizers and entrees, a dedicated box office and much more.

When the renovation is complete, six traditional auditoriums will be transformed into five VIP Cinema auditoriums and a licenced lounge. The renovated theatre will be re-named *Cineplex Cinemas Yonge-Dundas and VIP*, and will feature the new VIP Cinemas, as well as a cutting edge UltraAVX auditorium, an IMAX auditorium and 16 traditional auditoriums.

Cineplex Cinemas Yonge-Dundas, located at 10 Dundas East, will remain open during construction. Construction begins today and the theatre will welcome its first VIP guests in mid-2014.

“VIP Cinemas are in very high demand among Canadian movie-goers,” said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. “We look forward to bringing Canada’s most luxurious movie-going experience to the heart of downtown Toronto.”

The announcement is the latest step in Cineplex Entertainment’s strategy to expand VIP Cinemas to Canada’s largest city. The company previously announced plans to add VIP Cinemas to a number of new and existing Toronto-area theatres, including: *Cineplex Odeon Queensway Cinemas* (VIP Cinemas to open in late 2013), the exciting Downtown Markham development (theatre to open in 2014), the Shops at Don Mills (theatre to open in 2014) and *SilverCity Yonge-Eglinton Cinemas* (VIP Cinemas to open in 2015).

About VIP Cinemas

With VIP Cinemas, 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 137 theatres with 1,465 screens from British Columbia to Quebec, serving approximately 71 million guests annually through the following theatre brands: Cineplex Odeon, SilverCity, Galaxy Cinemas, Colossus, Coliseum, Scotiabank Theatres, Cineplex Cinemas, Cineplex VIP Cinemas, Famous Players and Cinema City. 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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