



FOR IMMEDIATE RELEASE

Cineplex Cinemas Abbotsford and VIP opens Friday, October 11

Toronto, ON, September 23, 2013 (TSX: CGX) – Cineplex Entertainment today announced that *Cineplex Cinemas Abbotsford and VIP* will open to the public on Friday, October 11, 2013.

Cineplex Cinemas Abbotsford and VIP features eleven auditoriums, including two Abbotsford firsts: VIP Cinemas with three auditoriums and a licenced lounge, and one of the most immersive experiences in movie-going, an UltraAVX auditorium.

“From the luxury of VIP Cinemas to the immersive experience offered by our UltraAVX auditorium, we think guests are going to love what this theatre has to offer,” said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. “We look forward to opening the doors and welcoming Abbotsford to one of Canada’s most luxurious and cutting edge theatres.”

VIP Cinemas are a premium, adults-only entertainment experience that offers an in-theatre menu of specialty appetizers and entrees; service at your seat; luxurious reserved seating; licenced auditoriums; a private licenced lounge; a dedicated box office and much more.

UltraAVX – which stands for ultra audio visual experience – offers high-back rocker seats that guests can reserve in advance, wall to wall screens that are significantly larger than those found in traditional auditoriums, as well as ultra high definition projection and Dolby Atmos surround sound.

Cineplex Cinemas Abbotsford and VIP offers the latest in RealD 3D technology and digital projection.

In addition to traditional movie snacks, the theatre will offer Cineplex Entertainment’s proprietary hot food offering, Outtakes, which features Angus burgers, hot dogs, calzones, and other items, and Poptopia, which offers movie-goers handcrafted gourmet popcorn in a variety of unique flavours. VIP menu items, including specialty entrees and appetizers – such as calamari and flatbread pizza – are also available. The theatre will also offer Abbotsford’s own Panago Pizza, in addition to TCBY frozen yogurt and Starbucks coffee.

Cineplex Cinemas Abbotsford and VIP is located at Shape Properties’ Highstreet development, at 3122 Mt. Lehman Road, in Abbotsford, BC.

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 VIP Cinemas

With VIP Cinemas, guests enjoy a premium entertainment experience available exclusively in Canada at Cineplex Entertainment theatres. 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 at the time of purchase. A VIP auditorium also features full stadium seating with larger, luxurious seats with table tops embedded in their armrest. Once seated, a cast member will present the guest with a menu and take their order. 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 136 theatres with 1,454 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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