



**FOR IMMEDIATE RELEASE**

**The wait is over: Toronto gets three new VIP Cinemas**  
*Canada's premiere movie-going experience features in-seat menu service,  
specialty food offerings and upgraded seating.*

Toronto, ON, (TSX: CGX), October 15, 2012 – Cineplex Entertainment today announced the largest-ever expansion of the company's VIP Cinema concept.

Within the GTA, Cineplex will build Canada's first standalone VIP Cinema at Shops at Don Mills, while also adding VIP Cinemas at *SilverCity Yonge-Eglinton Cinemas* and *Cineplex Odeon Queensway Cinemas*.

VIP Cinemas are open to adults only and offer menu service at your seat, licenced auditoriums, a licenced lounge and a dedicated box office. Guests will enjoy large, luxurious seats in an intimate setting, along with the opportunity to reserve seats in advance. VIP Cinemas also offer an expanded menu that includes traditional movie snacks and a wide variety of specialty appetizers.

"We are pleased to offer our Toronto guests access to the best movie-going experience in Canada, bar none," said Ellis Jacob, President and Chief Executive Officer, Cineplex Entertainment. "VIP Cinemas have been exceptionally well received by our guests in other markets and we know they will be a huge hit with movie-goers in Toronto."

***Cineplex Odeon Don Mills VIP Cinemas***

*Cineplex Odeon Don Mills VIP Cinemas* will be a first-of-its-kind, 21,000 square foot, five screen VIP Cinema, featuring valet parking. The newly constructed theatre – the only Canadian theatre entirely exclusive to adults – is expected to open in late 2014 at Shops at Don Mills.

***Cineplex Odeon Yonge-Eglinton and VIP Cinemas***

*SilverCity Yonge-Eglinton Cinemas* will see a 13,000 square foot expansion to add three VIP auditoriums to the existing nine auditorium facility. The theatre will remain open during construction, with the addition forming part of the larger Yonge-Eglinton Centre expansion. The theatre will be rebranded as *Cineplex Odeon Yonge-Eglinton and VIP Cinemas* and will open in late 2014.

***Cineplex Odeon Queensway and VIP Cinemas***

*Cineplex Odeon Queensway and VIP Cinemas* will feature five VIP auditoriums and 15 traditional auditoriums. The expansion will add approximately 12,000 square feet of theatre space. The theatre will remain open during construction, and is expected to welcome its first VIP guest in late 2013.

"VIP Cinemas have been an overwhelmingly successful addition to our circuit," said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. "Our Toronto guests have long asked for more access to the VIP experience. Today, we are answering that demand."

Cineplex Entertainment currently operates five VIP Cinemas – in Coquitlam, British Columbia; Edmonton, Alberta; London, Ontario; Oakville, Ontario and Toronto (*Cineplex Odeon Varsity and VIP Cinemas*), Ontario. Cineplex also previously announced plans to open a VIP Cinema as part of the Downtown Markham, Ontario development.

#### **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, upgraded 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 a licenced lounge before and after a movie.

#### **About Cineplex Entertainment:**

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 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 133 theatres with 1,438 screens from British Columbia to Quebec, serving approximately 70 million guests annually through the following theatre brands: Cineplex Odeon, SilverCity, Galaxy Cinemas, Colossus, Coliseum, Scotiabank Theatres, 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](http://cineplex.com).

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