



FOR IMMEDIATE RELEASE

Cineplex announces the ultimate trivia challenge for Canadian movie-lovers
Lucky winner to receive grand prize of \$10,000

Toronto, ON, July 31, 2014 (TSX: CGX) – Think you know movies? Here's your chance to prove it.

Beginning August 1, CineplexStore.com is inviting movie-lovers across Canada to participate in the [Movie Trivia Challenge](#), testing their big screen knowledge for the chance to win one of more than 25,000 prizes.

When the contest closes, one lucky winner will take home a Grand Prize of \$10,000.

To play, visit playmovietrivia.com.

"The Movie Trivia Challenge allows movie lovers to put their incredible movie knowledge to the test," said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. "This is your opportunity to turn that lifetime of Hollywood expertise into a chance to win great prizes."

Players collect points for prizes through two rounds of the Movie Trivia Challenge. Both rounds are a race against the clock, rewarding more points for quick responses. In the "Match Up" round, players match movies with a correct description. In the "Millionaire" Round, players score points by correctly answering trivia questions.

Participants can earn extra plays by using social media to invite other movie-lovers to test their movie knowledge.

Instant prizes are awarded randomly, so the more often you play, the more you can win. Instant win prizes range from free movie snacks and digital movie downloads to one of 20 Samsung Galaxy Tab S tablets.

Participants earn a chance to win the grand prize as they interact with the contest website, and also by purchasing from CineplexStore.com.

"The Movie Trivia Challenge is a great way to introduce the Cineplex Store, and its incredible catalogue of more than 25,000 movies, to Canadian movie fans," said Marshall. "When Canadians think of movies, whether it's in-theatre, in-home, or on-the-go – we want them to think of Cineplex."

Cineplex's Movie Trivia Challenge runs from August 1 to September 2.

About the Cineplex Store

The Cineplex Store (CineplexStore.com) is Canada's one-stop shop for digital movie rentals and downloads, Blu-ray discs and DVDs. With more than 6,000 digital titles plus thousands of Blu-ray and DVD discs, CineplexStore.com offers Canada's largest selection of movie downloads and rentals for any device. On Digital Tuesdays, customers can rent a standard definition digital movie for \$2.50, or receive \$2.50 off a digital download. CineplexStore.com customers can also earn and redeem points with SCENE, Canada's largest entertainment loyalty program.

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 1,638 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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