



**FOR IMMEDIATE RELEASE**

## **Cineplex Entertainment Brings New Theatre to Kitchener**

*Theatre to feature Tri-Cities' first VIP Cinema*

Toronto, ON, (TSX: CGX), October 15, 2012 – Cineplex Entertainment today announced plans to build a state-of-the-art theatre across from Fairview Park Mall in Kitchener, Ontario.

The 43,000 square foot theatre will feature three VIP auditoriums – the first of their kind in the Tri-City area – as well as an *UltraAVX™* auditorium and seven traditional auditoriums. The 11 screen theatre will total more than 2,000 seats and offer guests access to fully digital projection and RealD 3D technology.

*Cineplex Odeon Fairview Park and VIP Cinemas* is expected to open in 2014.

“We are pleased to provide our guests in Kitchener-Waterloo, Cambridge and the surrounding area with access to the VIP experience,” said Ellis Jacob, President and Chief Executive Officer, Cineplex Entertainment. “We expect this theatre will become the prime entertainment destination in the Tri-Cities area.”

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.

*UltraAVX™* is a technically superior entertainment offering that provides guests with a truly immersive movie-going experience. Guests attending a movie in an *UltraAVX™* auditorium will be treated to a wall-to-wall screen, superb 7.1 Dolby digital surround sound, extra wide high-back rocker seats and reserved seating.

“We are excited to partner with Cineplex Entertainment on this development,” said Josh Thomson, Vice President, Development, Cadillac Fairview. “The addition of a state-of-the-art movie theatre is a great fit for the city and will provide our customers who frequent Fairview Park Mall with a unique entertainment experience.”

Construction of *Cineplex Odeon Fairview Park and VIP Cinemas* is expected to begin in the summer of 2013.

**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 a 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 a superior digital 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 7.1 Dolby digital 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 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).

**For information, interviews or photos, please contact:**

Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment,  
416-323-6648, [pat.marshall@cineplex.com](mailto:pat.marshall@cineplex.com)

Mike Langdon, Director, Communications, Cineplex Entertainment,  
416-323-6728, [mike.langdon@cineplex.com](mailto:mike.langdon@cineplex.com)