



FOR IMMEDIATE RELEASE

Tim Hortons, Cineplex Announce Launch of TimsTV

Programming to enhance in-restaurant experience in 2,200 Tim Hortons locations

Toronto, ON, January 29, 2014 (TSX: THI, CGX) – Tim Hortons and Cineplex Digital Networks today announced national launch plans for TimsTV, one of the largest digital programming networks in the Canadian restaurant and retail sectors.

TimsTV is an in-restaurant television channel showcasing Tim Hortons content in a creative, informative and entertaining manner. The network will be broadcast to 2,200 existing Tim Hortons restaurants in Canada and most new Tim Hortons restaurants currently in development. Tim Hortons and Cineplex expect TimsTV to begin rolling out across Canada in late February.

Today's announcement marks the expansion of a successful TimsTV pilot program launched in 50 London, Ontario Tim Hortons restaurants in June 2013.

"We are thrilled to bring TimsTV to our guests as part of our in-restaurant experience. Our guests have expressed interest in seeing more news, more entertainment, more weather and more Tims," explains Glenn Hollis, Vice President, Brand Strategy and Guest Experience, Tim Hortons. "They are also very open to advertising from a select group of national and local advertisers who fit with our Brand. TimsTV programming will focus on Tim Hortons quality, freshness, and brand values, while also providing entertainment-focused content and community information."

"We look forward to partnering with Tim Hortons to create one of the largest retail-based programming networks in Canada," said Nick Prigioniero, President, Cineplex Digital Networks. "Today's announcement will bring even more cutting-edge digital technology and interesting, informative content to Tim Hortons locations across the country."

Cineplex Media will sell advertising for TimsTV, opening a new and exciting engagement opportunity for clients in one of Canada's foremost retail destinations.

Cineplex Digital Networks will equip each participating Tim Hortons restaurant with necessary equipment, providing network management and maintenance and repair services throughout the duration of the partnership.

|

Tim Hortons Inc. Overview

Tim Hortons is one of the largest publicly-traded restaurant chains in North America based on market capitalization, and the largest in Canada. Operating in the quick service segment of the restaurant industry, Tim Hortons appeals to a broad range of consumer tastes, with a menu that includes premium coffee, hot and cold specialty drinks (including lattes, cappuccinos and espresso shots), specialty teas and fruit smoothies, fresh baked goods, grilled Panini and classic sandwiches, wraps, soups, prepared foods and other food products. As of September 29, 2013, Tim Hortons had 4,350 systemwide restaurants, including 3,500 in Canada, 817 in the United States and 33 in the Gulf Cooperation Council. More information about the Company is available at www.timhortons.com.

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 161 theatres with 1,632 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 presented by Scotiabank. 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.

-30-

For information, interviews or photos please contact:

Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment
416-323-6648, pat.marshall@cineplex.com

Mike Langdon, Director, Communications, Cineplex Entertainment
416-323-6728, mike.langdon@cineplex.com

Michelle Robichaud, Tim Hortons
905-339-5047, robichaud_michelle@timhortons.com