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Cineplex opens newest VIP Cinema at *Cineplex Cinemas Queensway*

Toronto, ON, January 8, 2014 (TSX: CGX) – Cineplex will open the newest iteration of the company’s popular VIP Cinema concept at *Cineplex Cinemas Queensway and VIP* on Friday, January 17, 2014.

VIP Cinemas are a premium entertainment experience for adults only that offer luxurious reserved seating; food and beverage service at your seat; licenced auditoriums; a licenced lounge; an in-theatre menu of specialty appetizers and entrees; and much more.

Months of construction at the Etobicoke theatre saw the creation of a five-auditorium VIP Cinema, complete with a separate entrance, and valet parking during designated peak periods.

“We look forward to giving Torontonians a first look at our newest VIP Cinema concept,” said Ellis Jacob, President and CEO, Cineplex Entertainment. “VIP Cinemas have been overwhelmingly popular, offering an intimate, red carpet escape that truly re-defines the movie-going experience.”

With this opening, Cineplex will operate VIP Cinemas in nine locations across Canada, with four additional VIP Cinemas scheduled to open in the Greater Toronto Area in the next two years. These include: *Cineplex Cinemas Yonge-Dundas and VIP* (to open in spring 2014) and *Cineplex Cinemas Don Mills VIP* (to open in late 2014). Cineplex will also open VIP Cinemas at the exciting Downtown Markham development in late 2014 and *SilverCity Yonge-Eglinton Cinemas* in 2015.

Cineplex Cinemas Queensway and VIP offers traditional movie snacks, as well as VIP menu items, such as calamari and flatbread pizza. A VIP drink menu that includes beer, wine, cocktails and martinis is also available. In-seat food and beverage service is available prior to the movie.

Cineplex Cinemas Queensway and VIP will feature five VIP Cinema auditoriums, an UltraAVX auditorium, and 14 traditional auditoriums. The theatre is located at 1025 The Queensway in Etobicoke.

About VIP Cinemas

With VIP Cinemas, guests enjoy a premium entertainment experience available exclusively at Cineplex Entertainment theatres in Canada. 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 in advance. A VIP auditorium also features full stadium seating with larger, luxurious seats with tabletops embedded in their armrest. 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 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 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 1,630 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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