



**FOR IMMEDIATE RELEASE**

**Cineplex Digital Solutions strikes gold at Digital Signage Expo**

Toronto, ON – February 13, 2014 – Cineplex Digital Solutions received a gold award in the Professional and Personal Services category at the annual Digital Signage Expo® Apex Awards in Las Vegas, Nevada, yesterday evening.

The prestigious award recognizes the company's innovative and compelling digital signage installation at Yorkdale Shopping Centre.

Completed early last year, the 43 foot by five foot, three-dimensional mural is the first Christie® MicroTiles® installation in the financial sector in Canada, and helps build awareness at a key Scotiabank location. Cineplex Digital Solutions worked closely with Scotiabank and Toronto's Yorkdale Shopping Centre to execute this installation in a short time period.

"Our Christie MicroTiles installation at Yorkdale Shopping Centre is one of the first of its kind in the Canadian financial sector," said Steve Harris, Vice President and General Manager, Cineplex Digital Solutions. "This technology takes digital signage to a new level – creating a digital sculpture that enables brands to tell their story in a different and compelling way."

A short video about the installation is available here: <http://vimeopro.com/user8174342/scotiabank-yorkdale-digital-mural-case-study>

The Digital Signage Expo is the world's largest and longest-running international conference and tradeshow dedicated exclusively to digital signage, interactive technology and digital out-of-home networks. The Apex Awards honour innovation as demonstrated in the deployment of technology in the global digital signage, interactive technology and digital place-based media industries.

**About Christie® MicroTiles®**

Using the strengths of both DLP® projection and Light Emitting Diode (LED) technology, Christie MicroTiles offer substantially brighter images and a much wider color palette than conventional flat panel LCD and plasma displays. With no practical limit to the number of tiles in a display, Christie MicroTiles produce a virtually seamless canvas with an unlimited number of super-fine pixels. Christie MicroTiles' modular, flexible design means they blend into any environment.

**About Cineplex Digital Solutions**

Cineplex Digital Solutions is a full service digital signage and architectural media company. CDS helps clients create dynamic and compelling digital signage and place-based media programs, and offers a wide range of services including consulting, system design, technology sourcing, creative production, project management and ongoing network operations. Cineplex Digital Solutions consulting provides clients with the full picture of services. CDS is a division of Cineplex Digital Media which is wholly owned by Cineplex Entertainment, Canada's largest and most successful motion picture exhibitor. For more information, visit [www.cineplexdigitalsolutions.com](http://www.cineplexdigitalsolutions.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. 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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