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Cineplex to open state of the art theatre in Ottawa

Theatre to feature VIP Cinemas, UltraAVX auditorium, XSCAPE Entertainment Centre

Toronto, ON, February 24, 2014 (TSX: CGX) – Cineplex Entertainment today announced plans to open one of Canada’s most luxurious and technically advanced movie theatres in Ottawa’s vibrant new lifestyle district, Lansdowne.

The 10 screen theatre opens late this year, featuring three VIP Cinema auditoriums, an UltraAVX auditorium and six traditional auditoriums. *Cineplex Cinemas Lansdowne and VIP* will seat more than 1,700 guests and provide entertainment for all age groups.

Cineplex VIP Cinemas are a premium entertainment experience for adults only, offering an intimate red carpet escape that includes luxurious reserved seating; food and beverage service at your seat; licenced auditoriums; and a licensed lounge. VIP Cinemas offer 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.

UltraAVX auditoriums provide a completely immersive movie-going experience, featuring reserved seating, wall-to-wall screens, and Dolby® Atmos surround sound.

“Our theatre at Lansdowne will be one of the most impressive buildings of its type in Canada,” said Ellis Jacob, President and CEO, Cineplex Entertainment. “From the refinement and luxury of our VIP Cinemas to the incredible, immersive experience of our UltraAVX auditoriums – *Cineplex Cinemas Lansdowne and VIP* will take the movie-going experience in Ottawa to a new level.”

“Cineplex is Canada’s top theatre operator and today’s announcement is a big win for Lansdowne and Ottawa movie-goers,” said John Ruddy, a partner in the Ottawa Sports and Entertainment Group, which has partnered with the City of Ottawa to complete the Lansdowne project. “We expect *Cineplex Cinemas Lansdowne and VIP* to quickly become one of Ottawa’s top entertainment attractions and a key contributor to our objective, which is to make Lansdowne Ottawa’s top destination for sports and entertainment, shopping and recreation.”

The theatre will also offer a wide range of concession options, including Poptopia, Cineplex’s proprietary gourmet popcorn brand, and YoYo’s Yogurt Cafe, which provides the ultimate in premium, non-fat self-serve frozen yogurt.

The theatre will also be home to an XSCAPE Entertainment Centre, which offers the latest in redemptive video and interactive games. Redemption gaming rewards guests with tickets, which they can redeem for great prizes.

About the Ottawa Sports and Entertainment Group (OSEG)

The Ottawa Sports and Entertainment Group is a partnership of five Ottawa business and community leaders. The partners, Roger Greenberg, John Ruddy, Jeff Hunt, William Shenkman and John Pugh, each own successful business enterprises and are well known for distinguished community service. OSEG has partnered with the City of Ottawa to revitalize and manage Lansdowne, which will house the TD Place sports and entertainment facility, the historic Aberdeen Pavilion and Horticulture Building, a new commercial district, an office tower, two condominium towers, townhomes and an 18-acre urban park. OSEG also owns and operates three sports teams: the Ottawa REDBLACKS (CFL), Ottawa Fury FC (NASL) and the Ottawa 67's (OHL). The CFL football team and the NASL soccer team will commence play in 2014. For more information on OSEG visit www.OSEG.ca.

About Cineplex VIP Cinemas

With Cineplex VIP Cinemas presented by Scotiabank, 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 XSCAPE Entertainment Centres

XSCAPE is an entertainment destination featuring the latest video and interactive games, a redemption area featuring great prizes, full-service licensed lounge and special event party suites. Several games dispense prize tickets which can then be exchanged at a redemption counter for one of many great prizes. SCENE members can earn and redeem their SCENE points when purchasing XSCAPE Play Cards.

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.

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