



**CINEPLEX AND SCOTIABANK ANNOUNCE EXPANDED SPONSORSHIP
EXTENDING THE ENTERTAINMENT EXPERIENCE FOR MOVIEGOERS**

Includes presenting sponsorship of Cineplex VIP Cinemas and
expanded naming rights for Scotiabank Theatres

Toronto, ON (TSX: CGX, BNS) February 4, 2014 – Cineplex Entertainment and Scotiabank today announced that Scotiabank will become presenting sponsor of Cineplex VIP Cinemas, while also expanding naming rights for Scotiabank Theatres to three additional locations.

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 licensed 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 licensed lounge before and after a movie.

“Scotiabank’s VIP Cinema sponsorship and expanded naming rights for Scotiabank Theatres strengthens one of the strongest relationships between respected, top-tier Canadian brands,” said Ellis Jacob, President and CEO, Cineplex Entertainment. “We have a tremendous partner in Scotiabank and believe our two companies have benefited greatly by our multi-faceted and long term partnership focused on Canadian movie-goers.”

“We are proud to build on our partnership with Cineplex to bring unique movie experiences to Canadians right across the country,” says John Doig, Chief Marketing Officer at Scotiabank. “From recently welcoming Atlantic Canadians to the benefits of the SCENE program, to offering a movie night with VIP treatment, movie-lovers have come to expect innovative, relevant and fun programs and offerings with quickly attainable rewards.”

Scotiabank’s Theatre naming rights have been extended to locations in Saskatoon (currently *Galaxy Cinemas Saskatoon*); Halifax, Nova Scotia (currently *Cineplex Cinemas Bayers Lake*); and St. John’s, Newfoundland (currently *Cineplex Cinemas Avalon Mall*). These locations will be re-branded later this year. Cineplex currently operates Scotiabank Theatres in Vancouver, Edmonton, Calgary, Toronto and Montreal.

In 2007 Scotiabank and Cineplex joined forces to launch SCENE, Canada’s first-ever entertainment loyalty program, that gives movie-lovers the opportunity to collect points every time they go the movies. Members can also accelerate their points to earn free movies and faster by signing up for the SCENE debit card or the SCENE VISA.

Following Cineplex's recent acquisition of 24 theatres in eastern Canada in the fall of 2013, the SCENE program is now available to movie goers in Atlantic Canada.

Scotiabank will also be the exclusive automated banking machine supplier to Cineplex theatres.

About SCENE LP

SCENE®, the entertainment rewards program launched by Scotiabank and Cineplex Entertainment in 2007, is free to join and offers members an immediate 10% discount on movie snacks and 10% more off already discounted Tuesday tickets, purchased at any Cineplex Entertainment location. With more than 5 million members across Canada, SCENE enables members to earn and redeem points for music, movies, DVDs, movie downloads and concessions. Members can also accelerate their earning power with the SCENE® ScotiaCard®* debit card and SCENE® VISA* card. Maritz Canada's annual loyalty report 2013 found that SCENE is a leading Canadian retail loyalty program with one of the highest member satisfaction levels. Visit www.scene.ca to learn more.

About Scotiabank

Scotiabank is a leading financial services provider in over 55 countries and Canada's most international bank. Through our team of more than 83,000 employees, Scotiabank and its affiliates offer a broad range of products and services, including personal and commercial banking, wealth management, corporate and investment banking to over 21 million customers. With assets of \$744 billion (as at October 31, 2013), Scotiabank trades on the Toronto (TSX: BNS) and New York Exchanges (NYSE: BNS). Scotiabank distributes the Bank's media releases using Marketwired. For more information please visit www.scotiabank.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.

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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

Gordon Smith, Scotiabank Media Communications
416-933-3056, gordon.smith2@scotiabank.com