



FOR IMMEDIATE RELEASE

Cineplex to open exciting new theatre in northeast Edmonton

Theatre features cutting edge UltraAVX auditorium, opens April 2014

Toronto, ON, February 6, 2014 (TSX: CGX) – Cineplex Entertainment today announced plans to open a new movie theatre at Manning Town Centre in northeast Edmonton.

Construction on *Cineplex Cinemas Manning Town Centre* has already begun and will be completed in the coming weeks. The 45,000 square foot theatre is located at the intersection of 153rd Avenue and Manning Drive.

Cineplex Cinemas Manning Town Centre will feature 10 auditoriums and 1,800 seats, and includes an UltraAVX auditorium. UltraAVX auditoriums offer an incredibly immersive movie-going experience that features reserved seating, wall-to-wall screens, and Dolby® Atmos™ surround sound.

“We look forward to welcoming our guests to one of the top entertainment destinations in northeast Edmonton,” said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. “From an UltraAVX auditorium to a brand new, state of the art theatre, we believe movie-goers are going to love what we have in store.”

In addition to traditional movie snacks, *Cineplex Cinemas Manning Town Centre* will offer the company’s proprietary hot food offering, Outtakes, which offers Angus burgers, hot dogs, pizza, wraps and other items. The theatre will also offer Starbucks coffee.

“Today’s announcement is a major development for Manning Town Centre,” said Tina Navqi-Rota, President, Cameron Development Corporation. “Cineplex is Canada’s top theatre operator and an anchor tenant for northeast Edmonton’s most exciting retail destination.”

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 1,632 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-

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