



FOR IMMEDIATE RELEASE

## **Cineplex Digital Media, Oxford Properties announce first-ever place-based digital ecosystem**

Toronto, ON, (TSX: CGX), May 13, 2014 – Cineplex Digital Media and Oxford Properties Group today announced plans to create North America’s first *place-based digital ecosystem* in 10 high-profile shopping centres across Canada.

The cutting edge concept integrates architectural digital media, mobile technology, social media, experiential technologies, and digital media sales and analytics, providing a first-of-its-kind opportunity to inspire shoppers and influence purchasing decisions.

From the moment the shopper enters the shopping centre, the system will provide valuable information about Oxford’s properties, programs, and merchants, as well entertaining and relevant, lifestyle content, and opportunities to engage through interactive media and in-mall activations.

“Place-based digital ecosystems are the next evolution of digital interaction with customers,” said Fab Stanghieri, General Manager, Cineplex Digital Media. “The system provides audiences a seamless, integrated experience and enables venues and brands to leverage the power of multi-channel marketing and advertising platforms to engage consumers and drive retail traffic. Cineplex is proud to partner with Oxford in developing this world-leading customer experience.”

The digital ecosystem extends the retail experience outside store walls, bridging the growing divide between passive digital advertising and consumers’ ever-increasing expectation for information and inspiration when, where and how they want to receive it.

“At Oxford, we are committed to delivering the best experience to our customers in every interaction, every day,” said John Giddings, Vice President, Oxford Properties. “In our shopping malls, this commitment extends from our properties, to our retail selection, to our team members. With the introduction of the new place-based digital ecosystem, Oxford and Cineplex are able to extend the customer experience one step further, delivering an unparalleled, engaging experience to our customers.”

The two well-known Canadian brands collaborated to develop the new system. Cineplex Digital Media will take responsibility for deployment, exclusive media sales, and ongoing operation and maintenance of the network. Installation will begin in the fall of 2014.

Participating malls include:

- Yorkdale Shopping Centre – Toronto, Ontario
- Square One Shopping Centre – Mississauga, Ontario
- Scarborough Town Centre – Scarborough, Ontario
- Upper Canada Mall – Newmarket, Ontario

- Hillcrest Mall – Richmond Hill, Ontario
- Edmonton City Centre – Edmonton, Alberta
- Kingsway Mall – Edmonton, Alberta
- Southcentre Mall – Calgary, Alberta
- Les Galeries de la Capitale – Quebec City, Quebec
- Les Promenades Gatineau – Gatineau, Quebec

### **About Oxford**

Oxford Properties Group is a global platform for real estate investment, development and management, with over 1,400 employees and over \$21 billion of real assets that it manages for itself and on behalf of its co-owners and investment partners. Established in 1960, Oxford has regional offices in Toronto, London and New York, and the company's portfolio includes approximately 50 million square feet of office, retail, industrial, multi-family and hotel properties. Oxford is the real estate arm of the OMERS Worldwide Group of Companies. For more information about Oxford, visit: [www.oxfordproperties.com](http://www.oxfordproperties.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 162 theatres with 1,638 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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