



**FOR IMMEDIATE RELEASE**

***SilverCity Thunder Bay* opens UltraAVX auditorium tomorrow**

Auditorium features reserved seating, wall to wall screen,  
ultra high definition projection and Dolby® Atmos™ surround sound

Toronto, ON – June 5, 2014 (TSX: CGX) – Cineplex will open a cutting edge UltraAVX™ auditorium at *SilverCity Thunder Bay Cinemas* on Friday, June 6, 2014.

The auditorium, which will open showing Tom Cruise’s epic *Edge of Tomorrow*, features reserved seating, a wall-to-wall screen, ultra high definition projection and Dolby Atmos surround sound. Guests will also enjoy high-back rocker seats and reserved seating.

“UltraAVX auditoriums are made for fans of a big screen and big sound,” said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. “There’s no better way to enjoy this summer’s hottest action movies.”

Tickets are on sale now at the theatre box office, through the Cineplex mobile app, or online at [Cineplex.com](http://Cineplex.com).

**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](http://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 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](http://Cineplex.com).

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