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Cineplex brings VIP Cinemas and UltraAVX™ to downtown Edmonton

Toronto, ON, (TSX: CGX) – January 22, 2015 – Cineplex Entertainment today announced plans to open a first-of-its-kind premium theatre – offering the company’s VIP Cinemas and UltraAVX experiences – in the currently under construction Edmonton Arena District.

Scheduled to open in 2018, *Cineplex Cinemas Downtown Edmonton and VIP* will feature five VIP Cinema auditoriums, two UltraAVX auditoriums and a high-end, licenced lounge.

“We are proud to bring one of Canada’s most cutting-edge and luxurious movie theatres to the exciting downtown Edmonton Arena District,” said Ellis Jacob, President and CEO, Cineplex Entertainment.

“From the luxury of our VIP Cinemas, to the incredible audio visual experience provided by UltraAVX – we know movie-goers are going to love what we have in store.”

VIP Cinemas are open to adults only and offer luxurious reserved seating and food and beverage service at your seat. The licenced lounge offers the opportunity to grab a drink and a bite to eat before or after the movie.

The VIP Cinemas experience takes in-theatre dining to a new level, offering all the traditional movie snacks, as well as VIP menu items: calamari, flatbread pizza, wraps, salads and much more. VIP Cinemas also offer a special drink menu, including a wide selection of beer, wine, cocktails and martinis.

Cineplex’s popular UltraAVX auditoriums feature reserved seating, wall-to-wall screens that are significantly larger than those found in traditional auditoriums, ultra-high definition projection and Dolby Atmos surround sound.

“The Edmonton Arena District Joint Venture looks forward to welcoming Cineplex Entertainment as an anchor tenant in the district,” said Darren Durstling, President and CEO, WAM Development Group. “The new *Cineplex Cinemas Downtown Edmonton and VIP* will be a premier movie theatre, offering a complete entertainment experience for Edmontonians and visitors to the EAD.”

The new theatre will be located on 103rd Street, between 103rd Ave and 104th Ave NW.

Cineplex currently operates twelve VIP Cinemas across Canada. Given their incredible popularity with guests, the company plans to open several more VIP Cinemas in the coming years. Cineplex opened Alberta’s first VIP Cinemas at *Cineplex Odeon Windermere Cinemas and VIP* in 2012.

About VIP Cinemas

With VIP Cinemas, 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 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 160 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.

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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