



FOR IMMEDIATE RELEASE

Cineplex first to launch UltraViolet™ in Canada

Access your movies in the UltraViolet cloud and share them with friends and family

Toronto, ON – January 10, 2013 (TSX: CGX) – Cineplex Entertainment is pleased to announce that Cineplex Store customers now have a new way to collect and enjoy digital home video entertainment with UltraViolet. UltraViolet enables consumers to access their digital movies both at home and on-the-go, across a variety of apps and services, including PCs, mobile devices, smartphones, connected TVs, Blu-ray disc players and more.

Cineplex Entertainment is the first retailer in Canada and the only motion picture exhibitor in the world offering this service as part of an exciting new ecosystem that will forever change the way we watch movies. Now in Canada, select movies from several Hollywood studios in new and classic releases will be UltraViolet-enabled, in addition to being available in the traditional DVD, Blu-ray, and digital rental formats. UltraViolet launched in the US and the UK in late 2011. Cineplex is pleased to bring this service to Canadians through CineplexStore.com.

UltraViolet is a free, online cloud-based account that gives consumers greater flexibility to collect, access and watch the movies they purchase. Once a movie has been added to their UltraViolet Collection, users can stream it over the Internet or download it for offline viewing.

“We believe the best way to experience a movie first is on the theatre’s big screen, but when you want to see it again, UltraViolet gives you the added choice and flexibility to watch movies whenever and wherever you want,” said Ellis Jacob, President and CEO, Cineplex Entertainment. “When Canadians think of movies, we want them to think of Cineplex. Our goal is to become the one-stop destination for movie entertainment in Canada.”

At the Cineplex Store, customers can rent or buy digital movies and stream or download them to their home computer, select gaming devices or Internet TV. UltraViolet titles can be shared among six household members. If you are at the cottage, your spouse is travelling and your kids are at home, all of you can access the movies stored in your UltraViolet account. As many as three users can stream movies at one time, with no restrictions on the number of downloaded movies that can be watched simultaneously. You also have the added confidence of knowing that your movies are stored in the UltraViolet cloud, eliminating fears of losing content through crashed drives or getting locked into a single retail/device brand.

Look for the UltraViolet logo on specially marked DVDs and Blu-ray discs. Every time you buy an UltraViolet-enabled movie, the package will contain a digital PIN Code. You simply add the digital PIN Code, which is your proof of purchase, to your UltraViolet account. By doing so, this confirms your rights to the movie enabling you to watch it wherever and whenever you want. There is no extra cost for the UltraViolet-enabled copy of the movie.

SCENE members purchasing an UltraViolet-enabled movie through the Cineplex Store will automatically earn points with every purchase.

“Since UltraViolet’s launch just over a year ago, we have made progress in expanding the ecosystem into new markets, first in the UK and now in Canada,” said Mark Teitell, General Manager, UltraViolet. “Cineplex, among other companies, is playing an integral role in bringing UltraViolet to market and giving Canadian consumers the opportunity to experience UltraViolet and the unprecedented freedom and flexibility it brings to home entertainment.”

UltraViolet-enabled DVDs and Blu-rays available through the Cineplex Store include some of 2012’s hottest films.

To learn more about the Cineplex Store and UltraViolet, click [here](#).

About Cineplex Entertainment:

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 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 134 theatres with 1,449 screens from British Columbia to Quebec, serving approximately 70 million guests annually through the following theatre brands: Cineplex Odeon, SilverCity, Galaxy Cinemas, Colossus, Coliseum, Scotiabank Theatres, Cineplex VIP Cinemas, Famous Players and Cinema City. 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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