



## **Unprecedented Demand for *Star Wars: The Force Awakens* Advance Tickets Prompts Cineplex to Release Additional Showtimes Across Canada**

50% More Screens Released on [Cineplex.com](http://Cineplex.com) and Cineplex's Mobile App

Cineplex Temporarily Changes On-Site Media Policy for Advanced Screenings and Opening Night

**Toronto, ON** – December 10, 2015 (TSX: CGX) – A week out from the film's official release, Cineplex Entertainment ("Cineplex") announced today that it is seeing unprecedented demand for advanced tickets to Lucasfilm's *Star Wars: The Force Awakens* in Canada. As a result, additional showtimes have been added for opening weekend in communities across the country.

"Canadian fans are feeling the Force so we're releasing a third block of tickets and adding 50 per cent more screens," said Ellis Jacob, President and Chief Executive Officer of Cineplex Entertainment. "That amounts to an additional 160 additional showtimes of *Star Wars: The Force Awakens* at 115 theatres across Canada."

### **Star Wars Fast Facts and Highlights**

- *Star Wars: The Force Awakens* opens on Friday, December 18, 2015 with advance shows on December 17, 2015
- Cineplex anticipates it will host hundreds of thousands of Canadians at approximately 500 screens over opening weekend
- On opening weekend, Cineplex anticipates *Star Wars* fans will consume over five million cups of popcorn and nine million ounces of pop – that's the equivalent of nearly 750,000 cans or 133,000 2-litre bottles
- Seven of Cineplex's theatres will be hosting '24 Hours of *Star Wars*' events, with special screenings scheduled around the clock in Vancouver and Richmond (BC), Calgary and Edmonton (AB), Toronto (ON), and Montreal and Quebec City (QC)
- Cineplex will host 'Star Wars Marathon Events' in five communities across Canada, playing all six previous movies back-to-back leading into the premier of *Star Wars: The Force Awakens*. The

marathon begins 4:45 AM local time on December 17 and runs over 20 straight hours

- Fans are encouraged to enhance their Star Wars experience by wearing costumes at theatres across Canada, but props and toys that could become tripping hazards or impair vision in a theatre are best left at home. Guests are prohibited from wearing masks or carrying toy weapons of any kind

### **On-Site Media Policy for December 17-18**

Reporters who would like to be on-site at a Cineplex theatre to capture the opening weekend excitement and speak with local fans, please note that Cineplex will be temporarily revising its On-Site Media Policy for December 17-18 inclusively.

On those days, all media – including print and online journalists, radio personalities, broadcast cameras and photographers – are welcome at theatres without needing advance permission from a member of the Communications Team at Cineplex’s Home Office. Reporters are required to immediately check-in with the theatre’s General Manager upon arrival at the theatre.

On December 19, Cineplex will revert back to its traditional media procedures requiring pre-authorization to be on-site.

### **Additional Details**

Fans are encouraged to go to [Cineplex.com](http://Cineplex.com) or visit their local Box Office to get their tickets to see *Star Wars: The Force Awakens*, attend a ‘24 Hours of Star Wars’ screening or Marathon Event. #StarWars fans can also join #TheForceAwakens conversation online with Cineplex on Facebook ([Facebook.com/Cineplex](https://Facebook.com/Cineplex)), Twitter ([@CineplexMovies](https://twitter.com/CineplexMovies)) and Instagram ([@CineplexMovies](https://www.instagram.com/CineplexMovies)).

Lucasfilm and visionary director J.J. Abrams join forces to take you back again to a galaxy far, far away as *Star Wars* returns to the big screen with *Star Wars: The Force Awakens*. To view the film’s [trailer](#) or for theatre locations and show times visit [Cineplex.com/StarWars](http://Cineplex.com/StarWars).

### **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 1,652 screens from coast to coast, serving approximately 74 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).

For more information, please contact:

Sarah Van Lange, Director, Communications, Cineplex Entertainment  
416-323-6648, [sarah.vanlange@cineplex.com](mailto:sarah.vanlange@cineplex.com)

Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment  
416-323-6648, [pat.marshall@cineplex.com](mailto:pat.marshall@cineplex.com)