



Cineplex Cinemas Avalon Mall re-named Scotiabank Theatre St. John's

Toronto, ON (TSX: CGX, BNS) October 16, 2014 – Cineplex Entertainment and Scotiabank today announced that *Cineplex Cinemas Avalon Mall*, one of Cineplex's flagship locations in Atlantic Canada, will be re-named *Scotiabank Theatre St. John's*.

Guests can expect theatre signage to begin changing soon. Movie listings will also be updated to reflect the change.

The re-naming is part of the previously announced naming rights expansion, which will see the Scotiabank Theatre name added to Cineplex locations in St. John's, Newfoundland; Halifax, Nova Scotia; and Saskatoon, Saskatchewan. Cineplex currently operates Scotiabank Theatres in Vancouver, Edmonton, Calgary, Toronto, and Montreal.

"We are proud that our long-standing partnership with Scotiabank now extends to St. John's," said Ellis Jacob, President and CEO, Cineplex Entertainment. "We look forward to adding the Scotiabank name to our flagship theatre in St. John's, a decision made all the more appropriate by the bank's historic origins in Atlantic Canada."

"We are excited to work with our partners at Cineplex as we introduce the Scotiabank Theatre to St. John's," said John Doig, Scotiabank Chief Marketing Officer. "This city is home to some dedicated movie-lovers and we invite them to take part in our SCENE program so they can earn FREE movie and entertainment rewards as they enjoy going to the movies."

In 2007, Scotiabank and Cineplex joined forces to launch SCENE, Canada's first-ever entertainment loyalty program, that gives movie-lovers the opportunity to collect points every time they go the movies. The program's more than six million members can also accelerate their points to earn FREE movies faster by signing up for the SCENE debit card or the SCENE VISA.

About SCENE LP

SCENE® is Canada's leading entertainment and lifestyle rewards program. Launched by Scotiabank and Cineplex Entertainment in 2007, SCENE is free to join and offers members an immediate 10 per cent discount on movie snacks and 10 per cent more off already discounted Tuesday tickets purchased at any Cineplex Entertainment location. SCENE enables more than six million members to earn and redeem points for movie admissions, concessions, music, DVDs, movie downloads and more. Members can accelerate their earning power with the SCENE® ScotiaCard®** debit card and SCENE® VISA* card. Beginning in mid-November 2014, as part of a strategic marketing partnership announced with Sport Chek, SCENE members will also be able to earn and redeem points with the largest national retailer of sporting goods, footwear and apparel in Canada. Visit Scene.ca to learn more.

About Scotiabank

Scotiabank is a leading financial services provider in over 55 countries and Canada's most international bank. Through our team of more than 86,000 employees, Scotiabank and its affiliates offer a broad range of products and services, including personal and commercial banking, wealth management, corporate and investment banking to over 21 million customers. With assets of \$792 billion (as at July 31, 2014), Scotiabank trades on the Toronto (TSX: BNS) and New York (NYSE: BNS) Exchanges. Scotiabank distributes the Bank's media releases using Marketwired. For more information please visit scotiabank.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 161 theatres with 1,639 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.

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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

Gordon Smith, Scotiabank Communications
416-933-3056, gordon.smith2@scotiabank.com