



**FOR IMMEDIATE RELEASE**

## **Cineplex brings VIP Cinemas to Saskatoon**

*Theatre offers reserved seating, private licenced lounge, expanded menu and seat-side service*

Toronto, ON, (TSX: CGX) – May 23, 2013 – Cineplex Entertainment today announced plans to bring Saskatchewan’s first VIP Cinemas to Saskatoon.

*Galaxy Cinemas Saskatoon* will see the addition of a 12,500 square foot VIP Cinemas and licenced lounge. When the addition is complete, the theatre will be renamed *Cineplex Cinemas Saskatoon and VIP*, and will feature 11 traditional auditoriums, an UltraAVX™ auditorium and three new VIP auditoriums.

Construction is expected to begin later this year, with the VIP Cinemas scheduled to open in 2014.

“VIP Cinemas offer the most luxurious way to experience the movies in Canada,” said Ellis Jacob, President and CEO, Cineplex Entertainment. “We know our guests in Saskatoon are going to love this new premium entertainment option.”

VIP Cinemas offer adults-only refinement, comfy reserved seating, a licensed lounge and premium in-theatre menu service. The VIP experience also provides an expanded menu that includes traditional movie snacks and a wide variety of specialty appetizers.

“VIP Cinemas are among our most popular movie-going experiences,” said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. “Together with our earlier addition of Saskatchewan’s first UltraAVX auditorium, Saskatoon residents will benefit from one of the most cutting-edge and luxurious cinemas in Canada.”

“Saskatchewan’s first VIP Cinemas will be an important destination in downtown Saskatoon,” said Blair Sinclair, Senior Vice President, Leasing and Development, Triovest Realty Advisors Inc. “We believe that *Cineplex Cinemas Saskatoon and VIP* will be one of the city’s top entertainment attractions.”

Cineplex currently operates seven VIP Cinemas across Canada, with announced plans to open nine additional VIP Cinemas in the next three years.

*Galaxy Cinemas Saskatoon* will remain open during construction.

### **About VIP Cinemas**

With VIP Cinemas, guests enjoy a premium entertainment experience available exclusively in Canada at Cineplex Entertainment theatres. 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 at the time of purchase. A VIP auditorium also features full stadium seating with larger, luxurious seats with table tops embedded in their armrest. Once seated, a cast member will present the guest with a menu and take their order. 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 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 136 theatres with 1,455 screens from British Columbia to Quebec, serving approximately 71 million guests annually through the following theatre brands: Cineplex Odeon, SilverCity, Galaxy Cinemas, Colossus, Coliseum, Scotiabank Theatres, Cineplex Cinemas, 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](http://cineplex.com).

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