



**FOR IMMEDIATE RELEASE**

## **Downtown Toronto gets VIP Cinema treatment Friday, May 9**

Toronto, ON, May 5, 2014 (TSX: CGX) – A glass of wine with your movie, perhaps? Or maybe a delicious flatbread pizza while you relax in your comfy movie seat?

The choice is yours beginning Friday, May 9, when Cineplex brings its popular VIP Cinema concept to *Cineplex Cinemas Yonge-Dundas and VIP*.

Cineplex VIP Cinemas presented by Scotiabank are a premium entertainment experience, offering adults-only refinement, comfy reserved seating; licenced auditoriums; a licenced lounge; premium in-seat service; a VIP menu of specialty appetizers and entrees; and much more.

Months of construction at the popular downtown Toronto theatre saw the creation of a five-auditorium VIP Cinema and stylish lounge, which offer guests the opportunity to enjoy a beer, wine or cocktail, or even an appetizer or entrée – before, during or after the movie. Cineplex VIP Cinemas offer traditional movie snacks, as well as VIP menu items, such as an artisanal cheese tray, wraps, salads and much more.

*“Cineplex Cinemas Yonge-Dundas and VIP is the perfect location for the VIP Cinema experience,”* said Ellis Jacob, President and CEO, Cineplex Entertainment. *“VIP Cinemas have been overwhelmingly popular wherever they’ve opened in Canada, offering an intimate, red carpet escape that takes the movie-going experience to a new level of luxury and refinement.”*

*Cineplex Cinemas Yonge-Dundas and VIP* will feature five VIP Cinema auditoriums, UltraAVX and IMAX auditoriums, and 16 traditional auditoriums – offering guests the widest selection of movie-going experiences anywhere in Canada. The theatre is located at 10 Dundas Street East, immediately north of Toronto’s Yonge-Dundas Square.

Tickets for the VIP Cinema experience at *Cineplex Cinemas Yonge-Dundas and VIP* go on sale on the morning of Wednesday, May 7.

Cineplex will operate VIP Cinemas in ten locations across Canada, with three additional locations scheduled to open in the Greater Toronto Area in the next two years. These include Canada’s first standalone VIP Cinema at *Cineplex Cinemas Don Mills VIP*, which opens in late 2014, as well as scheduled openings at *Cineplex Cinemas Downtown Markham and VIP* (late 2014) and *SilverCity Yonge-Eglinton Cinemas* (2015). Cineplex also operates VIP Cinemas in the GTA at *Cineplex Cinemas Queensway and VIP* and *Cineplex Odeon Varsity and VIP Cinemas*.

### **About VIP Cinemas presented by Scotiabank**

With VIP Cinemas presented by Scotiabank, 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 162 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. 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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