



FOR IMMEDIATE RELEASE

Cineplex Entertainment acquires Barrie's *Bayfield Cinemas*

Toronto, ON, (TSX: CGX), Friday, May 2 - Cineplex Inc. ("Cineplex") today announced it has completed the acquisition of Barrie, Ontario's *Bayfield Cinemas* from Golden Theatres Ltd.

The seven auditorium theatre, located at 320 Bayfield Street, will open for evening shows under Cineplex ownership on Friday, May 2. All theatre employees have been offered employment with Cineplex.

"We are pleased to welcome *Bayfield Cinemas* to our circuit," said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. "We know our guests will enjoy the many benefits of Cineplex ownership, including access to Cineplex Tuesdays and the popular SCENE loyalty program."

Cineplex Tuesdays offer guests discounted Tuesday admissions at all Cineplex theatres nationwide.

SCENE is Canada's top loyalty program for movie lovers. The program provides members with an immediate 10 per cent discount on concession purchases, in addition to the ability to earn SCENE points with the purchase of tickets, concessions and items from CineplexStore.com. SCENE members also receive an additional 10 per cent discount on Cineplex Tuesday admissions. Join for free at SCENE.ca.

Bayfield Cinemas will continue showing the latest Hollywood programming, and theatre concessions will be enhanced to include Cineplex combo offerings.

To purchase movie tickets for *Bayfield Cinemas*, or to access the latest showtimes, trailers, and movie news, download the Cineplex mobile app or visit us online at Cineplex.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 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.

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