



FOR IMMEDIATE RELEASE

**Cineplex Entertainment to offer
Game of Thrones® The IMAX Experience®
Tickets for this cinema event on sale now**

Toronto, ON, January 27, 2015 (TSX: CGX) –Cineplex Entertainment today announced that participating theaters will screen the epic HBO® hit *Game of Thrones* in IMAX. Through a partnership with HBO and IMAX, *Game of Thrones* will become the first television series to be shown in this immersive cinematic experience.

Guests will have the opportunity to see episodes nine and ten from season four, followed by the worldwide debut of the season five *sneak-peek preview*.

The one-week *Game of Thrones* engagement will begin on Thursday, January 29 at 10 p.m. and extend through February 5.

Episode Synopses

Episode nine, “The Watchers on the Wall,” takes place entirely at The Wall with the Night’s Watch hopelessly outnumbered as they attempt to defend Castle Black from the Wildings and features one the fiercest and most intense battle scenes ever filmed for television. Episode 10, the season finale entitled “The Children,” features Dany coming to grips with the realities of ruling a kingdom, Bran learning the startling reality of his destiny and Tyrion facing the truth of his unfortunate situation.

Game of Thrones is an epic series whose storylines of treachery and nobility, family and honor, ambition and love, and death and survival, have captured the imagination of fans globally and made it one of the most popular shows on television.

The IMAX release of *Game of Thrones* will be digitally re-mastered into the image and sound quality of The IMAX Experience®, with proprietary IMAX DMR® (Digital Re-mastering) technology. The crystal-clear images, coupled with IMAX's customized theatre geometry and powerful digital audio, create a unique environment that will make audiences feel as if they are in the movie.

Participating Cineplex Theatres

SilverCity Riverport Cinemas (Richmond, BC)
SilverCity Victoria Cinemas (Victoria, BC)
Scotiabank Theatre Chinook (Calgary, AB)
Cineplex Cinemas Yonge-Dundas and VIP (Toronto, ON)
SilverCity London Cinemas (London, ON)
Cineplex Cinemas Forum (Montreal, QC)
Scotiabank Theatre Halifax (Halifax, NS)
Scotiabank Theatre Edmonton (Edmonton, AB)

Tickets for *Game of Thrones* are available for purchase at participating theatre box offices, and also on Cineplex.com and the Cineplex mobile app.

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 160 theatres with 1,638 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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