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Canadian Olympic Team names Cineplex Official Movie Partner

Canadian Olympic athletes to be featured on the big screen for #WeAreWinter Campaign

Toronto, ON, February 3, 2014 (TSX: CGX) – The Canadian Olympic Committee (COC) has teamed up with Cineplex Entertainment to support its #WeAreWinter Campaign to showcase and tell the stories of Canadian Olympians on more than 1,600 theatre screens across Canada.

This new collaboration makes Cineplex Entertainment the Official Movie Partner of the Canadian Olympic Team. The one year partnership includes three major components: a significant contribution to the Canadian Olympic Foundation through a Community Day Fundraising effort held this past November 2013; media amplification of the Canadian Olympic Team's #WeAreWinter brand campaign over January and February 2014; and Cineplex marketing promotions, including the posting of athletes' movie picks to Cineplex.com.

This past November, Cineplex held its annual Community Day fundraiser in each of the company's theatres, with all proceeds benefiting the Canadian Olympic Foundation. Offering a morning of free movies and \$2 concessions, Cineplex raised \$375,000 that will be invested in programs that support Canada's future Olympic athletes. As part of the day, Cineplex celebrated and featured Sochi hopefuls in a special pre-show. In these videos, Olympians spoke of the need to support emerging athletes as the financial burden of training and competing is a significant hurdle in the pursuit of sport excellence. They also thanked Canadians for their generous support.

"I really appreciated the opportunity to be a part of Cineplex Community Day and was honoured knowing that I could do my part to help future athletes," said Jesse Lumsden, who will compete in men's bobsleigh in Sochi.

In addition to supporting the Foundation, Cineplex is also supporting the Canadian Olympic Team #WeAreWinter brand campaign with media placement over January and February. As the Sochi 2014 Olympic Winter Games approach, #WeAreWinter spots will run during the pre-show of movie screenings and in theatre lobbies. Canadians are encouraged to visit Cineplex.com/olympics, where select athletes offer their very own lists of favourite movies that inspire them and their performances.

"Cineplex Entertainment is a great partner for our #WeAreWinter campaign and Canadian Olympic Team athletes are so stoked that Canadians will learn more about what they do every day in their sport on the big screen," said Derek Kent, Chief Marketing Officer. "To have our Olympic athlete content playing multiple times daily on more than 1,600 screens in every province in Canada gives tremendous profile to our Olympians and gives Canadians an opportunity to connect with our athletes."

"Cineplex is pleased to support our Canadian athletes as they strive for gold," said Ellis Jacob, President and CEO, Cineplex Entertainment. "We look forward to helping them tell their stories, and will be on the edge of our seat, cheering them on, as the games open in Sochi."

"Movies really help me relax when I'm on the road, so I'm totally psyched about hooking up with Cineplex. The #WeAreWinter campaign is a great way to tell athlete stories and it's amazing that Canadians are now going to learn about us when they go to the movies" added Justine Dufour-Lapointe a freestyle skier who will compete in the moguls event in Sochi.

The list of Canadian athletes being featured on Cineplex.com/olympics and sharing their personal favourite movie picks are:

- Chloé Dufour-Lapointe
- Justine Dufour-Lapointe
- Kaitlyn Weaver
- Andrew Poje
- Brad Spence
- Jesse Lumsden

The Sochi 2014 Olympic Winter Games run from February 7 to 23, 2014, where the COC has set a goal of contending for the top spot in overall medals won.

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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 1,632 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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