



FOR IMMEDIATE RELEASE

Cineplex Entertainment and Dare Foods Canada to bring popular peanut-free snacks to the movies

Toronto, ON, February 12, 2015 (TSX: CGX) – A visit to the movie theatre just got a whole lot more delicious, as Bear Paws, Canada's top kids' cookie, and REALFRUIT Gummies join Cineplex's concession stands nationwide.

Chocolate Chip & WOWBUTTER Bear Paws Minis are being featured in Cineplex's popular kids' combo, and REALFRUIT Gummies are now available for purchase at concession stands.

Like all Dare products, these delicious snacks are baked in a nut-free and peanut-free facilities, and will join Cineplex's selection of peanut-free movie snacks.

"Peanut allergies affect many so many Canadian families and many Canadian movie-goers," said Pat Marshall, Vice President, Communications and Investor Relations. "We are proud to partner with Dare in bringing additional peanut-free options to our theatres."

Dare Foods products are Canadian household favourites, trusted as healthy and safe snack choices for kids of all ages. The Bear Paws also contain no artificial colours or flavours and no trans-fat. REALFRUIT Gummies are gluten-free, contain no artificial colours or flavours and are made with real fruit.

"At Dare, we're committed to making every snacking, entertaining, and lunchbox occasion better," said Kelly McInenly, Senior Director of Marketing, Dare Foods Limited. "With food crafted uniquely for the evolving needs of Canadians, we are always listening for and responding to what families want more of and less of."

Dare Foods Canada is a proud supporter of Anaphylaxis Canada, working together to help educate Canadian families on how to make safe food choices.

"Managing food allergies can be a challenge for many families, especially when eating away from home," said Beatrice Povolo, Director of Marketing & Communications with Anaphylaxis Canada and mother of a son with food allergies. "Anaphylaxis Canada appreciates the efforts of Dare and Cineplex to provide additional options for those affected by peanut allergy."

Film screening of *Paddington*

To celebrate the availability of Bear Paws Minis and REALFRUIT Gummies, Dare Foods will present an exclusive, invitation-only Toronto screening for Anaphylaxis Canada members, of the popular children's movie, *Paddington*, at *Cineplex Cinemas Queensway and VIP* on Saturday, February 21.

Screening details:

Media and Bloggers interested in attending the screening should RSVP to kate.white@cineplex.com.

There are a limited number of media tickets available, on a first come, first served basis.

Cineplex Cinemas Queensway and VIP - 1025 The Queensway, Toronto, ON

Doors open at 9:30 a.m., Film begins at 10:00 a.m.

About Dare Foods Limited

Dare is a Canadian, family-owned company with a 120-year history of providing Canadians with the quality products that make every snacking, entertaining and lunchbox occasion better. The company was a pioneer in offering peanut-free food solutions, and continues to develop delicious new cookies, candies, fruit snacks, crackers and fine breads to satisfy the changing needs of Canadian families. Key brands include Breton, Bear Paws, RealFruit, Whippet, Simple Pleasures, Boulangerie Grissol and Wagon Wheels. With six plants and more than 1,100 employees in North America, Dare is headquartered in Kitchener, Ontario.

About Anaphylaxis Canada

Anaphylaxis Canada is a non-profit charitable organization dedicated to helping those at risk for anaphylaxis and those who care for them. The organization is committed to creating a safer world for people with potentially life-threatening allergies through education, advocacy, and research. The organization's approach to reducing the risk of anaphylactic reactions in both children and adults is focused on self-management, community engagement, understanding, and respect. For more information, please visit www.anaphylaxis.ca.

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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