



A blockbuster partnership: Toys“R”Us, Canada and Cineplex Entertainment Bring Unique Toy Store Experience to Theatres Across Canada

(TORONTO, ON) December 2, 2014 – Toys“R”Us Canada and Cineplex Entertainment (“Cineplex”) today announced a strategic marketing partnership that will see the creation and continuation of Toys“R”Us branded programs in Cineplex theatres from coast to coast.

“Cineplex has long been the destination for a night out at the movies and we’re delighted to bring family favourite and action-packed movies to life through toys,” said Liz MacDonald, vice president, marketing and store planning, Toys“R”Us Canada. “Movie character toys have always been popular in our stores, and are among the top trends this holiday season. Branded concession programs and toys allow kids to continue the narrative by playing with them long after the film is over.”

Elements of the partnership include:

Cineplex Mini Combo –

Cineplex’s popular *Mini Combo* concession program will carry the Toys“R”Us brand, or be co-branded with a specific family or action movie. Cineplex and Toys“R”Us have partnered on several Mini Combo programs this year – including promotions based on popular animated titles, *How to Train Your Dragon* and *Despicable Me 2*. Throughout the holiday season, Cineplex Mini Combos will feature one of three holiday-themed wristbands and include a bounce-back coupon and fun games for children to play.

Popcorn Parties –

Toys“R”Us Canada and Cineplex make party planning easy. Party packages include: a private in-theatre party room with Toys“R”Us branding, games provided through a partnership with Hasbro and Disney, a party host, admission and reserved seating for a movie, a mini combo for all attendees, and a special coupon for the birthday family. A variety of party packages are available at Cineplex theatres nationwide.

Stars and Strollers –

It couldn’t be easier for new parents to enjoy a movie with Cineplex’s *Stars and Strollers* program, sponsored by Babies“R”Us. Cineplex provides special afternoon showtimes at select theatres, which offer a baby friendly theatre environment, lowered volume, dimmed lighting, change tables, \$2 off admission and stroller parking. Babies“R”Us’ sponsorship provides added value, with special offers that may include product sampling and demonstrations of the newest baby gear and accessories. As The Canadian Baby Authority, this sponsorship allows Babies“R”Us to broaden its offering and expertise beyond its front doors.



'Toy Box' Pre-Show Segments –

'Toy Box,' brought to you by Toys"R"Us, is a special segment featured in Cineplex's pre-show. The segment is geared toward helping gift-givers find this holiday season's hottest toys. Featuring 12 toys that made Toys"R"Us' 2014 Hot Toy list, these 30-second spots runs before select movies at all Cineplex theatres across the country, from the end of October until the end of December.

"We are pleased to partner with Toys"R"Us on these exciting programs," said Pat Marshall, vice president, communications and investor relations, Cineplex Entertainment. "From concession programs, to pre-show segments and our popular Stars and Strollers program – we believe this partnership will enhance the movie-going experience for parents and children alike."

About Toys"R"Us, Canada:

[Toys"R"Us \(Canada\) Ltd and Babies"R"Us \(Canada\) Ltd](#) are part of Toys"R"Us, Inc., the world's leading dedicated toy and baby products retailer. Toys"R"Us, Canada operates 81 full-sized stores across the country, as well as 12 Express locations. For store locations and convenient online shopping visit www.toysrus.ca and www.babiesrus.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 161 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 presented by Scotiabank. 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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For information, interviews or photos please contact:

Tamar Nersesian
Toys "R" Us Canada
905-660-2000 Ext 2729
Tamar.Nersesian@toysrus.com

Mike Langdon
Cineplex Entertainment
416-323-6728
mike.langdon@cineplex.com