Milestone achievements for Cineplex Media: TimePlay available at theatres nationwide, *Cineplex Magazine* named fifth most-read

TORONTO, ON – December 11, 2014 – Cineplex Media, Canada's cinema advertising leader, today announced the achievement of two important milestones:

- The popular Cineplex TimePlay pre-show experience is now available at select theatres from coast-to-coast; and
- *Cineplex Magazine* was recently named the fifth most-read Canadian magazine – according to the Print Measurement Bureau's (PMB's) fall 2014 report.

"From the innovation of our new and hugely popular TimePlay interactive experience to the tried, tested success of *Cineplex Magazine*, Cineplex Media offers advertisers a wealth of options to connect with millions of Canadian movie-goers," said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment.

Cineplex TimePlay available from coast-to-coast

TimePlay turns movie-goers' smartphones into game controllers, which can interact in real-time with content during the Cineplex Pre-Show. Players have competed for prizes from advertisers, such as McDonald's Canada, Koodo and Mazda, as well as special offers from Cineplex. Mazda's 2014 TimePlay activation received multiple awards, including a gold medal in the automotive category at the 2014 Canadian Marketing Awards.

A reflection of its popularity with guests, Cineplex TimePlay regularly sees user engagement rates of 30 to 50 per cent of players opting-in to offers. In 2014, offers from Mazda and Pizza Pizza yielded close to 9,000 test drives and a nearly 50 per cent redemption rate on the offer of a free medium pizza.

A proven asset to advertisers, Cineplex TimePlay affords clients the opportunity to sponsor a game or develop a custom interactive experience. Studies show TimePlay scores an amazing 93 per cent for advertising awareness and 94 per cent for correct brand association – significantly out-performing the same metrics for television advertising.

To date, based largely on TimePlay's earlier openings in just 251 auditoriums in Toronto (2012) and Vancouver (2013), the TimePlay app has been downloaded more than 1.9 million times and recorded more than six million plays.

"Movie-goers simply can't get enough of TimePlay," said Marshall. "We believe this program's overwhelming popularity as an interactive entertainment experience is the real secret behind its incredible success for advertisers."

With the completion of the national rollout, TimePlay is now available on more than 750 screens in all 10 provinces.

Participating markets include:

British Columbia: Vancouver, Richmond, Burnaby, Langley, Surrey, Coquitlam
Alberta: Edmonton, Calgary
Saskatchewan: Regina, Saskatoon
Manitoba: Winnipeg
Ontario: London, Waterloo, Ancaster, Oakville, Mississauga, Greater Toronto Area, Newmarket, Ottawa
Quebec: Brossard, Laval, Kirkland, Montreal
Nova Scotia: Halifax
New Brunswick: Dieppe, Saint John
Prince Edward Island: Charlottetown
Newfoundland: St. John's

***Cineplex Magazine* named fifth most-read Canadian magazine**

Cineplex Magazine is now the fifth most-read Canadian magazine, according to the Print Measurement Bureau (PMB)'s 2014 fall report.

The publication's readership is up seven per cent over spring 2014, surpassing three million readers per issue (circulation of 750,000). *Cineplex Magazine* was the only publication in the top-20 Canadian magazines to see an increase in readership.

The magazine ranks first among all Canadian magazines for readers' aged 12 to 34, including the 12 to 17, 12 to 24, 18 to 24 and 18 to 34 demographics.

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About TimePlay Inc.

TimePlay is a world leader in the multi-player interactive industry. Through its patented, social mobile platform, thousands of people can participate in the same experience, in the same venue in real-time. TimePlay enables mobile devices and tablets to transform into game controllers that interact with content on secondary screens, between players or venues while providing a targeted portal for offer delivery, e-commerce and social networking. TimePlay has offices in Los Angeles, London and Toronto. For more information on TimePlay please visit: http://timeplay.com Follow us on Twitter: @TimePlayEnt

About Cineplex

Cineplex is one of Canada's leading entertainment companies and operates one of the most modern and fully digitized motion picture 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, 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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