



FOR IMMEDIATE RELEASE

And the winner is...

Canadian movie-goers choose new Cineplex Pre-Show host

Saskatoon local Tanner Zipchen wins starring role

Toronto, ON, August 7, 2015 (TSX: CGX) – Canadian movie fans have spoken! After weeks of coast-to-coast competition, Tanner Zipchen has been named the new face of the Cineplex Pre-Show, which runs prior to show time on Cineplex movie screens across the country.

This is the second year Cineplex has run the popular “Casting Call” contest, receiving hundreds of YouTube submissions and giving Canadians the opportunity to vote for their favourite host. Three finalists were given hosting challenges, including a takeover of the Cineplex Instagram channel and recording a custom Pre-Show intro. A panel of Cineplex judges then selected the winning contestant.

“We were so impressed with the caliber and talent of contestants this year,” said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. “Tanner finished first in fan voting and was an easy pick for us too. We know Canadians will love his enthusiasm, talent, and passion for movies.”

Beginning in October, Tanner – a Saskatoon radio host known as “DJ Tanner” – will spend a year entertaining Cineplex movie-goers as he gets the once-in-a-lifetime opportunity to conduct celebrity interviews, talk to experts in the movie business, and become the face of one of the most-watched Canadian entertainment shows in the country. He will also be making appearances on Cineplex.com and in Cineplex Magazine.

Tanner will be joined by new Pre-Show correspondents including past 2014 Casting Call winner, Sam Maggs. Plus, fans of this year’s top ten finalists should keep their eyes open, as some favourites may be making special Pre-Show appearances throughout the year.

The Cineplex Pre-Show is a great reason to get to the theatre early. The monthly show runs for 25 minutes prior to show time, offering theatre guests exclusive movie-themed content, engaging branded content and, in many locations, the popular TimePlay interactive experience.

- 30 -

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 162 theatres with 1,652 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

For information, interviews or photos please contact:

Jennifer Ouellette, Consultant, H+K Canada

P: 416-413-4774

E: jennifer.ouellette@hkstrategies.ca

Kate White, Coordinator, Communications and Investor Relations, Cineplex Entertainment

P: 416-323-7263

E: kate.white@cinplex.com

Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment

P: 416-323-6648

E: pat.marshall@cinplex.com