



FOR IMMEDIATE RELEASE

Kelowna Moviegoers Are Invited to Sit Back, Relax and Put their Feet Up with New Recliner Seating at *Cineplex Cinemas Orchard Plaza*

All Seats to be Replaced with Fully-Reclining, Luxury Chairs

Theatre Gets New Name and Branding

Advance Tickets Now on Sale for *Captain America: Civil War* at Cineplex.com

TORONTO, ON, (TSX: CGX), April 26, 2016 – Cineplex Entertainment (“Cineplex”) today announced that it will be converting the auditoriums at Kelowna’s local theatre to luxurious, fully-reclining seats. All five of the theatre's auditoriums will be upgraded from traditional cinema seats to fully-reclining seats by the end of May. In fact, construction has already begun, with two of the auditoriums expected to be open in time for the premiere of *Captain America: Civil War* on May 5, 2016. Advance tickets are now available at Cineplex.com.

“We are always looking for new and innovative ways to enhance the movie-going experience for our guests,” said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. “The high-back, extra-wide luxury seats recline at the touch of a button and we’re confident that the Kelowna community will find it an ultra-comfortable, relaxing way to enjoy a film.”

Guests of the cinema will also soon notice that the theatre is undergoing major renovations including a newly refreshed lobby area and new flooring as well as other upgrades throughout the theatre’s interior and exterior. In addition to these changes, signage and branding will also be updated to reflect the theatre’s new name from *Famous Players Orchard Plaza 5 Cinemas* to *Cineplex Cinemas Orchard Plaza*.

Admission prices for tickets in the newly renovated auditoriums will be \$9.99 for adults, \$7.99 for seniors and \$6.99 for children. 3D films are subject to a \$3.00 surcharge and Tuesday pricing will be

\$6.99 for all ages. Construction will be completed in late May and *Cineplex Cinemas Orchard Plaza* will remain open to the public during the changes. Tickets and showtimes are available at Cineplex.com.

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 service, amusement gaming, alternative programming (Cineplex Events), Cineplex Media, Cineplex Digital Media, 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 163 theatres with 1,666 screens from coast to coast, serving approximately 77 million guests annually through the following theatre brands: Cineplex Cinemas, Cineplex Odeon, Cineplex VIP Cinemas, Galaxy Cinemas, SilverCity Cinemas, and Scotiabank Theatres. 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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