

FOR IMMEDIATE RELEASE

Cineplex Theatres Across Nova Scotia to Reopen Wednesday and Playdium Dartmouth to Reopen Friday

Local Theatre GMs Available for Interviews

Theatres Open in Time for Highly Anticipated F9 The Fast Saga

Visit Cineplex.com, the Cineplex App or Your Local Theatre for Tickets and Showtimes

TORONTO, ON, June 21, 2021 (TSX: CGX) – Cineplex, Canada's leading entertainment and media company, announced today that its theatres in Nova Scotia will reopen Wednesday, June 23. With this addition, theatres across Canada are now open in many provinces with the exception of Manitoba and Ontario, which are expected to open in the coming month. Nova Scotia theatres will open with enhanced safety and cleaning measures and a capacity of 50 guests per auditorium. Playdium Dartmouth will also reopen on Friday, June 25 with a 25% capacity to a maximum of 175 people, based on guidelines provided by public health authorities.

"We recognize the new appreciation our guests have for the theatrical experience and we can't wait to welcome them back to our theatres, as nothing compares to the big screen and big sound that we've been missing for so long," said Sarah Van Lange, Executive Director of Communications, Cineplex. "We continue to prioritize health & safety measures to ensure that our theatres are a safe, relaxing, and inviting space for movie-lovers to escape with family and friends."

Theatres in Nova Scotia reopen in time for the highly anticipated *F9 The Fast Saga*, opening Thursday. Cineplex will also be showing releases including *The Conjuring: The Devil Made Me Do It, A Quiet Place Part II, The Hitman's Wife's Bodyguard, Peter Rabbit 2: The Runaway*, and *Spirit Untamed*. For more information on showtimes and tickets visit <u>Cineplex.com</u>, the Cineplex app or your local theatre.

Theatres opening on June 23, 2021 in Nova Scotia include:

- Cineplex Cinemas Amherst, Amherst
- Cineplex Cinemas Bridgewater, Bridgewater



- Cineplex Cinemas Dartmouth Crossing, Dartmouth
- Cineplex Cinemas Park Lane, Halifax
- Scotiabank Theatre Halifax, Halifax
- Cineplex Cinemas Lower Sackville, Lower Sackville
- Cineplex Cinemas New Glasgow, New Glasgow
- Cineplex Cinemas New Minas, New Minas
- Cineplex Cinemas Sydney, Sydney
- Cineplex Cinemas Truro, Truro
- Cineplex Cinemas Yarmouth, Yarmouth

Entertainment venues opening on June 25, 2021 in Nova Scotia include:

• Playdium Dartmouth, Dartmouth

Movie-goers and gamers will be able to focus on the magic of the big screen and have fun on the games floor with <u>VenueSafeTM</u>, a set of protocols and procedures that Cineplex follows each and every day to keep employees and guests safe, in accordance with provincial guidelines. Committed to our guests' safe escape, these protocols include, reduced capacity, enhanced cleaning, safety signage throughout its facilities, reserved seating at theatres and a games-floor configuration at Playdium Dartmouth designed specifically to ensure proper physical distancing between games.

Additional Onsite Media Protocols

Reporters will be permitted inside theatres during operating hours to capture footage and interview local spokespeople (select markets), but for health and safety reasons we ask that media kindly contact a member of the Cineplex Communications team before arrival by emailing <u>PressRoom@Cineplex.com</u>. In order to ensure physical distancing and limit the number of news media in theatres, <u>B-roll is available</u> to complement reporters' stories.

-30-

About Cineplex

Cineplex (TSX: CGX) is a top-tier Canadian brand that operates in the film entertainment and content, amusement and leisure, and media sectors. As a leading entertainment and media company, Cineplex welcomes millions of guests annually through its circuit of theatres and location-based entertainment ("LBE") venues across the country. In addition to being Canada's largest and most innovative film exhibitor, Cineplex also operates successful businesses in digital commerce (CineplexStore.com), food service, alternative programming (Cineplex Events),



cinema media (Cineplex Media), digital place-based media (Cineplex Digital Media "CDM") and amusement solutions (Player One Amusement Group "P1AG"). Additionally, Cineplex operates an LBE business through Canada's newest destinations for 'Eats & Entertainment' (The Rec Room), and entertainment complexes specifically designed for teens and families (Playdium). Cineplex is a joint venture partner in SCENE, Canada's largest entertainment loyalty program.

Proudly recognized as having one of the country's Most Admired Corporate Cultures, Cineplex employs approximately 13,000 people in its offices across Canada and the United States. To learn more visit Cineplex.com or download the Cineplex App.

Media Relations contacts:

Meg Campbell (she/her) Senior Publicist Touchwood PR meg@touchwoodpr.com

Jennifer Rashwan (she/her) Director, Publicity & Promotions Touchwood PR jennifer@touchwoodpr.com

Judy Lung (she/her) VP, Communications & Marketing Touchwood PR judy@touchwoodpr.com