



FOR IMMEDIATE RELEASE

Mountain Equipment Co-op Partners with Cineplex Digital Media to Boost its In-Store Digital Experience

*Companies Working Together on Strategic Digital Signage Solution at
20 Locations Across Canada*

Toronto, ON, April 30, 2019 (TSX: CGX) – Cineplex Digital Media (“CDM”) is pleased to announce that it has partnered with Mountain Equipment Co-op (“MEC”) to deliver a unique digital signage solution that optimizes the retail experience for customers at MEC stores across the country. Leveraging its strategic experience design services, CDM introduced an enhanced content management software system and touch-screen hardware that provides maximum flexibility and control for the business. As part of the new partnership, CDM will work alongside MEC to provide ongoing customer support as well as develop and maintain a customer-first content strategy that engages and educates shoppers throughout their visits to the stores.

To further boost the in-store experience, CDM has installed an 86” touch overlay screen in the ‘basecamp’ area of MEC’s flagship store in Toronto, ON, which opened in April 2019. The screen provides a touch interactive solution that allows customers to easily access information on products and upcoming events. Both new features are currently displayed at MEC’s new flagship store, with plans to expand to 20 additional MEC locations throughout Canada over the coming months.

“We are so excited to partner with MEC, one of Canada’s leading homegrown retailers, on this ambitious national project,” said Fab Stanghieri, Executive Vice President and General Manager, Cineplex Digital Media. “MEC’s mission to provide co-op members with not only outdoor gear, but the community and know-how to make the most of it, matches perfectly with our digital media capabilities. We are happy to help support getting Canadians outdoors and exploring Canada’s natural wonders.”

“MEC exists to support people, to help them be active and enjoy the benefits of outdoor recreation,” said George Bevan, Director, Store Development, Mountain Equipment Co-op. “We’re thrilled that MEC’s new partnership with Cineplex Digital Media helps us deepen engagement with our members as they plan their next outdoor adventure.”

MEC selected CDM for its deep expertise in designing strategic digital experiences for retailers, including its scalable and flexible content management and engagement platform, along with its award-winning content and creative work. Once rolled out, the MEC network will help strengthen its overall brand by improving the shopping experience and providing easy outdoor information to the co-op shopper.

Cineplex Digital Media is an industry-leading experience agency, built for retailers by retailers and powering location-based digital signage solutions for some of the world’s biggest brands. CDM believes that in today’s experience-driven world, a brand’s greatest asset is its foot traffic, and it is uniquely positioned to help brands make every impression worth more through its full service, end-to-end digital signage solutions. CDM’s leadership stems from its expertise in developing experience design strategies, its innovative products and customer support models, and its approach to data-driven creative and content, ensuring brands are more relevant to their consumers and helping them create new revenue models. For more information on CDM, visit CineplexDigitalMedia.com.

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About MEC

MEC (Mountain Equipment Co-op) is Canada's go-to place for outdoor gear, know-how and inspiration. Combining high-quality apparel and equipment with expert advice and firsthand experience, MEC supports a wide range of activities including camping, snowsports, watersports, cycling, climbing, hiking, running, yoga and travel. Established in 1971, MEC is Canada's largest consumer co-operative with over 5 million members across the country. A lifetime membership is available for \$5. A strong backer of community initiatives, MEC has invested over \$41 million and counting into non-profit organizations that support outdoor recreation and conservation. For more information, visit www.mec.ca and follow @mec, or visit one of our 23 stores nationwide.

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. A leading entertainment and media company, Cineplex welcomes over 70 million guests annually through its circuit of theatres and location based entertainment 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), amusement solutions (Player One Amusement Group) and an online esports platform for competitive and passionate gamers (WorldGaming.com). Additionally, Cineplex operates a location based entertainment business through Canada’s newest destination for ‘Eats & Entertainment’ (The Rec Room), and will also be opening new complexes specially designed for teens and families (Playdium) as well as exciting new sports and entertainment venues across Canada (Topgolf). 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.

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