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Welland Moviegoers Are Invited to Sit Back, Relax and Put Their Feet Up With New Recliner Seating at Cineplex Cinemas

All Seats at Cineplex Odeon Seaway Mall Cinemas to be Replaced with Fully-Reclining, Luxury Seats

TORONTO, ON, (TSX: CGX), November 21, 2016 – Cineplex Entertainment (“Cineplex”) today announced that it will be replacing all of the seats at *Cineplex Odeon Seaway Mall Cinemas* with luxurious, fully-reclining seats. All seven of the theatre's auditoriums will be upgraded from standard cinema seats to fully-reclining seats in the upcoming months. Construction on this project begins today and is expected to be completed by early 2017.

The high-back, extra-wide seats recline at the touch of a button for maximum comfort while enjoying a film. The concept has been rolled out at select Cineplex theatres nationwide and has proved to be very popular with Canadian movie-goers.

“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. “Our guests absolutely love our fully-reclining seats and we’re confident that the Welland community will find it an ultra-luxurious and relaxing way to enjoy a film.”

Movie-lovers don’t need to worry though as *Cineplex Odeon Seaway Mall Cinemas* will remain open to the public during the renovations. While all of the theatre's seven auditoriums will transition to fully-reclining seats over the coming months, Cineplex will undertake the installation and reopen the auditoriums in a phased approach. More information, tickets and showtimes are available at Cineplex.com.

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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 165 theatres with 1,683 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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