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***Cineplex Odeon North Edmonton Cinemas to Roll-out the Red Carpet
With Addition of VIP Cinemas Experience***

City's Second VIP Cinemas to Open This Fall

Toronto, ON, April 3, 2018 (TSX: CGX) – Cineplex, one of Canada's leading entertainment and media companies, today announced plans to add four specially-designed VIP auditoriums and a licensed lounge to *Cineplex Odeon North Edmonton Cinemas*. With construction already underway, Edmonton movie-goers will soon be able to kick back, relax and treat themselves to a well-deserved night out at the city's second VIP Cinemas - an adults-only, premium entertainment experience exclusive to Cineplex.

Cineplex opened Edmonton's first VIP Cinemas location at *Cineplex Odeon Windermere Cinemas and VIP* in 2012, which is a popular option for guests looking for unique new ways to enjoy a night out with friends.

"We are always looking for new ways to enhance the movie-going experience and ensure that guests of all ages have a variety of entertainment options to choose from," said Ellis Jacob, President and CEO, Cineplex. "Our VIP Cinemas are a great way for adults to take time out of their busy lives for a well-deserved break and, with the addition of a brand new menu we just rolled out nationally, it's safe to say the North Edmonton community is in for a real treat."

The VIP Cinemas experience features specially-designed auditoriums where guests can relax in luxury recliners and have their food and beverage orders delivered right to their seat. In addition to Cineplex's famous popcorn, guests can select from an expanded food and beverage menu that features fresh salads and bowls, burgers, artisan pizzas and indulgent desserts, along with a wide selection of handcrafted cocktails, wines and premium craft beers. The addition will also feature a new, fully-licensed lounge where guests can socialize with friends and enjoy food and drink before or after a movie.

The new VIP Cinemas experience will add to a variety of entertainment options offered to movie-lovers at *Cineplex Odeon North Edmonton Cinemas*, including RealD 3D, UltraAVX and D-BOX motion seats. The theatre will remain open to the public during the VIP Cinemas renovation and will be renamed once construction is complete this fall.

Cineplex currently operates 163 theatres across Canada, including six theatres and one VIP Cinemas in Edmonton. The company also operates two Edmonton locations of The Rec Room, Canada's premiere 'Eats & Entertainment' destination that brings together incredible dining, amusement gaming, technology and live entertainment experiences all under one roof.

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About Cineplex

A leading entertainment and media company, Cineplex (TSX:CGX) is a top-tier Canadian brand that operates in the Film Entertainment and Content, Amusement and Leisure, and Media sectors. As Canada's largest and most innovative film exhibitor, Cineplex welcomes over 70 million guests annually through its circuit of 163 theatres across the country. 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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