



FOR IMMEDIATE RELEASE

Cineplex Announces New 'Playdium' Location Coming Soon to Brampton

Entertainment Complex for Teens and Families Replacing Existing Theatre

Toronto, ON, April 18, 2018 (TSX: CGX) – Cineplex, one of Canada’s leading entertainment and media companies, today announced that it will be opening a new Playdium location in Brampton, Ontario. Converting and reimagining the space currently being utilized by *Cineplex Odeon Orion Gate Cinemas*, the 45,000 square foot entertainment complex will be specially designed for teens, their friends and family who are looking for an affordable entertainment choice for everyday play, casual dining or to celebrate special occasions.

Whether it’s a little friendly competition, winning great prizes or sharing a delicious meal, Playdium is a tech-infused place to play that offers the best games and attractions for everyone. The new Brampton location will feature a selection of classic and new-to-market video and redemption games, as well as unique interactive experiences like virtual reality, bowling, rope courses and laser tag. Young movie-lovers in the area will also be able to look forward to watching films at Playdium, as Cineplex plans to retain one of the existing auditoriums from *Cineplex Odeon Orion Gate Cinemas* at the new space.

“We announced the reinvented Playdium concept and our first location in Whitby last October and we couldn’t be more excited today to share the news about our Brampton location,” said Ellis Jacob, President and CEO, Cineplex. “A destination designed primarily for teens, Playdium will be a place where young adults and families can play together and also enjoy and share a freshly made meal that is fun to eat.”

Approximately two-thirds of the complex will be dedicated to games and attractions for all skill levels and the other third will offer a range of fun and fresh food and beverage options. Serving up chef-inspired burgers, pastas, pizzas, poutines and sweet delights, Playdium will feature a variety of casual food choices that will be fully customizable and hit the spot during a day or night of play. It will also have private rooms for birthday parties and special gatherings, as well as lounges for parents with views of the games floor. Playdium locations will also be designed to accommodate large groups, making it the perfect spot for parties, events and team building.



Located at Highway 410 and Steeles Ave, construction on Brampton's new Playdium location is scheduled to begin this September and is targeted to open in mid-2019. The original Playdium opened its doors over 20 years ago. Cineplex currently owns and operates the successful Playdium facility in Mississauga, Ontario, though the new locations in Whitby and Brampton will be much more focused on indoor play, fun and fresh food and modern, technology-enhanced amenities.

As is the case with The Rec Room, the new Playdium complexes will leverage Cineplex's existing industry-leading entertainment, amusement gaming, food service, content creation, digital media and operational capabilities as well as its relationship with SCENE, Canada's largest entertainment rewards program. Cineplex currently operates four locations of The Rec Room in South Edmonton (AB), West Edmonton Mall (AB), Calgary (AB) and Toronto (ON), and has announced plans for complexes in Mississauga (ON), Vancouver (BC) and St. John's (NFLD). The company's highly anticipated location at CF Masonville Place in London, Ontario, is scheduled to open later this month. Cineplex plans to open 10-15 locations of The Rec Room as well as 10-15 Playdium locations in mid-sized communities across the country over the coming years.

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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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