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Cineplex Announces Plans for New VIP Cinemas Theatre in Calgary's University District

City's Second VIP Cinemas Scheduled to Open in 2021

Toronto, ON, December 6, 2018 (TSX: CGX) – Cineplex, one of Canada's leading entertainment and media companies, in partnership with West Campus Development Trust, today announced plans to open a standalone, adults-only VIP Cinemas theatre in Calgary's University District. Scheduled to open in late 2021, *Cineplex VIP Cinemas University District* will be one of only two Cineplex theatres in the country dedicated exclusively to adult movie-goers, with five specially-designed auditoriums and a fully-licensed lounge.

"We are excited to be part of Calgary's new development project as we continue to introduce tailored entertainment experiences in communities across the country," said Ellis Jacob, President and CEO, Cineplex. "VIP Cinemas is movie-going made for adults and our new theatre will be the perfect destination for Calgarians to socialize with friends and relax in a luxurious and refined setting designed just for them."

Exclusive to Cineplex, VIP Cinemas is a premium entertainment experience where adult movie-goers can relax in luxury recliners and have their food and beverage orders delivered right to their seat. Guests can indulge in traditional concessions, including Cineplex's famous popcorn, or choose from an expanded food and beverage menu that features fresh salads and bowls, burgers, artisanal pizzas, indulgent desserts and a wide selection of handcrafted cocktails, wines and premium craft beers. In addition to five VIP Cinemas auditoriums, *Cineplex VIP Cinemas University District* will also include a fully-licensed lounge where guests can socialize with friends and enjoy food and drink before or after a movie.

"Our innovative and dynamic University District is creating a bold new vision for urban city life and the addition of Cineplex VIP Cinemas will add yet another layer of lifestyle amenities that are shaping this growing community," said James Robertson, President and CEO, West Campus Development Trust. "As one of Canada's leading entertainment companies, Cineplex is changing the entertainment landscape for Canadians and shares our commitment to delivering innovative and premium experiences. Once complete,

the new theatre will be a short walk from many of our community's residences and easily accessible by transit or bike."

Cineplex VIP Cinemas University District is part of Calgary's new community development project that combines residential, retail and office space with innovative shopping, dining and entertainment experiences. The new, 21,000 square foot complex is scheduled to open in late 2021 at the intersection of University Avenue and 39th Street NW. For more information, visit [MyUniversityDistrict.ca](https://myuniversitydistrict.ca), or sign up for the e-newsletter to be notified about exciting announcements, updates and events from West Campus Development Trust.

Cineplex currently operates 164 theatres across Canada, including eight theatres and one VIP Cinemas in Calgary. The Company opened Calgary's first VIP Cinemas at *Cineplex Cinemas Seton and VIP* earlier this year, which has been a popular option for guests looking for unique new ways to enjoy a night out with friends. Cineplex also operates a Deerfoot, Calgary location 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 164 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.

About University District

To the west of the University of Calgary and overlooking the Bow River and Rocky Mountains, University District is a comprehensive 200-acre community with a bold new vision for urban life in Calgary. Through a collaborative, people-first design process, the master planning and thorough engagement program forged strong respect between local stakeholders and the Trust. The neighbourhood applies the best ideas in city design and incorporates the wants and needs of surrounding legacy communities – weaving current aesthetic, technology and lifestyle options into the strong social fabric of the city. For more information about University District, visit the Discovery Centre at 4410 University Ave. NW, Calgary (just north of the Alberta Children's Hospital) or go online: myuniversitydistrict.ca and visit [Instagram](https://www.instagram.com/universitydistrict), [Twitter](https://twitter.com/universitydistrict), and [Facebook](https://www.facebook.com/universitydistrict), #UDLife.

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