

SPLICE OF LIFE

CINEPLEX COMPLETES ACQUISITION OF 24 ATLANTIC CANADIAN THEATRES

By Mike Langdon, Director, Communications

On October 24, 2013, Cineplex completed its acquisition of Empire Theatres' Atlantic Canadian locations. The acquisition added 24 theatres, 170 screens and more than 800 cast members, theatre managers and corporate employees to the Cineplex family.

"We have realized our vision of making Cineplex a truly national company with theatres from coast-to-coast," said Ellis Jacob, President and CEO, Cineplex Entertainment. "Atlantic Canadians are accustomed to a high standard of theatre entertainment, and

our goal is to make it even better – with our SCENE loyalty program, Cineplex Tuesdays and the many other benefits of Cineplex ownership."

Cineplex will invest in its new locations and may add its proprietary UltraAVX auditoriums or VIP Cinemas to one or more of these theatres. Each of the theatres will be renamed Cineplex Cinemas, with exterior signage changing in the coming months. Cineplex now operates 161 theatres and 1,630 screens from coast to coast, remaining Canada's largest theatre operator and one of the top four motion picture exhibitors in North America.



DELIVERING AN EXCEPTIONAL ENTERTAINMENT EXPERIENCE WITH PASSION AND COLLABORATION

By Ellis Jacob

October 24, 2013 is a date that will live in Cineplex history. For the first time in our company's history, movie-goers could take in a film at a Cineplex theatre from British Columbia to Newfoundland. It was a momentous achievement, and you made it look easy. Behind the scenes, I know it was anything but.

The success of this acquisition depended on the hard work, dedication and passion of so many Cineplex and Empire employees. You overcame the tribulations of systems integration, the challenge of new policies, and the uncertainty of working with new colleagues – to focus on what really matters: providing our guests with an exceptional entertainment experience.

While analysts and experts will point to the acquisition of 24 theatres, 170 screens and millions of guests – the real strength of this acquisition is the more than 800 cast members, theatre managers and corporate employees who became members of the Cineplex family. More to the point, that strength is multiplied by the power of two teams coming together to work with passion toward a common goal. You should be incredibly proud of what you have accomplished together.

Thank you to all Cineplex employees – both those new to the company, and those who've been with us for years – for all you did to make this transition a success. We couldn't have done it without you.

Pg 1 - Cineplex Acquires 24 Atlantic Theatres

Pg 2 - Cineplex Cinemas Abbotsford and VIP / Community Corner

Pg 3 - Canadian AIDS Society Leadership Award / Ellis Jacob Honoured

Pg 4 - 5 Million Scene Members / Canadian Passion Capitalist 2014

Pg 5 - Community Day / Cineplex Digital Networks

Pg 6 - FRCE Presents: 'Tis the Season... to Die Hard?

Pg 7 - Free The Children Partnership / Habitat for Humanity Build

Pg 8 - Guest Letters / From the Chef's Kitchen

Thanks to the Editorial Committee: Melissa Pressacco, Mike Langdon, Peter Hetey, Josey Matos, Lydia Gilmour, Angel Fong, Cathy Prowse, Brad Park, Todd Haskins, Ingrid Foster, Claudelle Boudreau, Laura Grundy and Lara Manierka.

GOT A STORY IDEA, PHOTO, REVIEW, SUGGESTION, QUESTION, COMMENT OR COLUMN? SEND IT IN! WE'D LOVE TO HEAR FROM YOU!

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CINEPLEX GIVES ABBY THE VIP TREATMENT

By Mike Langdon, Director, Communications

Abbotsford residents welcomed the arrival of the city's latest and greatest entertainment attraction on October 11, 2013, with the opening of *Cineplex Cinemas Abbotsford and VIP*. One of the most advanced theatres in Canada, the

proprietary food service offerings: Outtakes and Poptopia, as well as VIP menu items, Panago Pizza, TCBY frozen yogurt and Starbucks coffee. "We saw incredible interest from the Abbotsford community leading up to the opening of this theatre," said

"Cineplex Cinemas Abbotsford and VIP is one of the most luxurious and technologically advanced theatres anywhere in Canada," said Dan McGrath, Cineplex's Chief Operating Officer, speaking at the October 9 opening gala. "We're incredibly proud of the theatre we've built for our guests."

theatre features eleven auditoriums, including two Abbotsford firsts: VIP Cinemas with three auditoriums and a licenced lounge, and an UltraAVX auditorium.

In addition to traditional movie snacks, the theatre offers Cineplex's

Cheryl McKnight, General Manager, *Cineplex Cinemas Abbotsford and VIP*. "Guest response has been overwhelmingly positive to-date." *Cineplex Cinemas Abbotsford and VIP* is located at Shape Properties' Highstreet development, at 3122 Mt. Lehman Road, in Abbotsford, BC.

Cineplex Cinemas Abbotsford and VIP Quick Facts

Size: 51,500 square feet, 11 screens, more than 1,900 seats

Special features: VIP Cinemas (three screens), UltraAVX auditorium

Food service: Outtakes, Poptopia, VIP menu, Panago Pizza, TCBY Frozen Yogurt, Starbucks Coffee

Location: 3122 Mt. Lehman Rd, Abbotsford, BC — Highstreet development

General Manager: Cheryl McKnight

COMMUNITY CORNER

By Melissa Pressacco, Manager, Communications

SilverCity London Cinemas



This August, *SilverCity London Cinemas* completed a promotion for Kickass 2, raising funds for Easter Seals—a charitable partner that the theatre had already worked with for their Access to Entertainment Program. As part of the campaign, Theatre Manager Joe Kenny signed up for the Easter Seals Dropzone fundraiser (pictured above).

Raising a total of \$1,800, Joe Kenny rappelled down One London Place (London's tallest building at 370 feet) on September 12, 2013. The Easter Seals Dropzone Fundraiser runs in many cities across Canada.

Galaxy Cinemas Guelph



Recently, *Galaxy Cinemas Guelph* held the Starlight film festival at the theatre in an effort to raise funds for the Guelph and Wellington United Way. Once again, the event was a huge success, as Cineplex raised more than \$12,000 to support the community. Congratulations to General Manager Bruce Rostamian and his team!

CANADIAN AIDS SOCIETY LEADERSHIP AWARD

By Lara Manierka, Operations Assistant, BC Region

Cineplex Entertainment was recently nominated by the Positive Living Society of BC, *AIDS Committee of Toronto* and the *AIDS Walk for Life* National Partners to receive the 2013 Canadian *AIDS Society Leadership Award* (Corporate Category)...and we won!

We have been recognized for our achievements and contributions to the HIV/AIDS communities in Canada through multiple facets including raising public awareness by displaying *AIDS Walk* posters in our theatres, as well as featuring a Public Service Announcement in our pre-shows across the country. In addition, the BC Region ran an annual fundraising campaign, selling bracelets and pins in theatres to support the *AIDS Walk*. The charge was initiated by Cineplex retiree, John Pedersen, who began raising funds for the *AIDS Walk* in 1993 at several theatres in the BC Lower-Mainland.

From 2007 to 2013, with backing from BC's Director of Operations, Jason de Courcy, the region progressively expanded the campaign to more theatres within the province, totaling \$170,260 in funds raised.

Combining this with John Pedersen's efforts in prior years, Cineplex has raised a grand total of more than \$325,000 in support of the *AIDS Walk*. The award ceremony for the *Canadian AIDS Society* occurred on November 28 in Ottawa.



Photo from left to right: Zoran Stjepanovic (Manager, Major Gifts, Positive Living BC), Dena Ellery (Director of Development, Positive Living BC), John Pedersen (retired Theatre Manager, Cineplex), Lara Manierka (Operations Assistant, BC, Cineplex)

ELLIS JACOB RECEIVES TWO PRESTIGIOUS AWARDS

By Pat Marshall, Vice President, Communications and Investor Relations

When Ellis Jacob first entered the movie business 25 years ago, pundits and experts predicted the theatre exhibition industry was just a few short years from extinction. A brand new, cutting-edge technology, the VCR, was sure to spell the end of movies on the big screen. The arrival of each new piece of home theatre technology – DVDs, Blu-ray discs, and even digital downloads – brought similarly dire predictions.

Throughout his career, Ellis has always been motivated to “stay relevant” and “stay ahead of the pack.” That’s why it is so fitting that he was recently named the inaugural winner of Canadian Business magazine’s Most Innovative CEO award.

“At Cineplex, innovation is about more than just new ideas,” Ellis explained in his acceptance speech. “It’s about making a decision to look beyond just the next quarter’s results and striving to understand how we can translate our passion into a business that stays relevant for decades to come.

“This award owes to a collection of great people at Cineplex who are passionate and who always approach their work with an eye toward innovating for the future.”



The award, one of the most prestigious bestowed on a Canadian CEO, cites Cineplex’s many innovative offerings—UltraAVX auditoriums, VIP Cinemas, the Cineplex Store, SuperTicket, and many more – as evidence of Ellis’s vision for innovation.

In October, Ellis was also named winner of the 2013 Show E Award, at the ShowEast industry conference in Hollywood, Florida. The award recognized Ellis’s 25 years of contribution to the theatre exhibition industry.

Congratulations, Ellis, on these well-deserved awards.

SCENE REACHES FIVE MILLION MEMBER MILESTONE

By Josey Matos, Senior Marketing Manager, SCENE

The SCENE loyalty program has officially crossed the five million member mark and we couldn't have done it without you!

To thank members for being part of the SCENE family, we recently launched a special program that acknowledges their contribution in creating the largest community of movie-lovers across Canada.

Members will be invited to view a thank you video and be acknowledged by placing their individual SCENE star (or member profile) within the SCENE universe, by answering a series of movie-related questions and sharing their love of movies with the community and their friends and family.

After members provide this information, their star is highlighted among a galaxy

of five million stars, with their personalized movie-related content appearing next to it. Members can also search for friends and family among the stars. Rolling over other stars reveals content shared by other members, with their movie interests and preferences on display.

As more and more members place their star, the SCENE universe will become filled with stars, interesting groupings, and more! Through our five million SCENE Stars program, we will also collect valuable community-centric information that will allow us to post fun-facts and random member trivia over the coming months, extending the celebration and continuing the acknowledgment of our SCENE Stars.

Have you placed your SCENE Star? Visit 5millionstars.scene.ca



CINEPLEX NAMED ONE OF CANADA'S PASSION CAPITALISTS FOR 2014

By Mike Langdon, Director, Communications

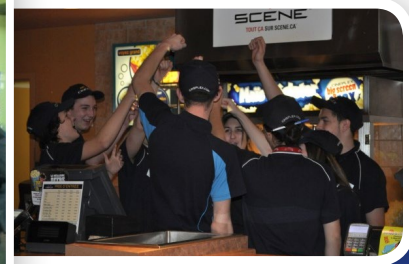
On November 25, 2013, Cineplex was named one of 10 national recipients of the Canada's Passion Capitalists award, an annual award involving hundreds of Canadian companies.

A Passion Capitalist is an organization that has achieved long term success by creating Passion Capital; the energy, intensity, and sustainability needed to generate superior results. It's what enables small start-ups to compete with large multinationals, and large multinationals to stay relevant over time.

Passion Capitalists are guided by a strong set of values and beliefs that form the basis of a distinctive culture that fuels their performance. They are courageous and they build strong brands anchored by their culture, which guide their strategies, the people they hire and promote, and the way they operate.

Past winners of this competition include Shoppers Drug Mart, Ryerson University and GoodLife Fitness.

"We are proud to be named one of Canada's Passion Capitalists as part of a competition involving many top Canadian brands," said Heather Briant, Senior Vice President, Human Resources, Cineplex Entertainment. "This award is welcome recognition of collective efforts to build a culture focused on providing an exceptional entertainment experience."



CINEPLEX ENTERTAINMENT RAISES \$375,000 FOR CANADIAN OLYMPIC FOUNDATION

By Dana Welch, Senior Manager, Community Marketing

On November 16, 2013 Cineplex celebrated its third annual National Community Day, raising \$375,000 for the Canadian Olympic Foundation in a single morning! The event offered free movies, \$2.00 movie snacks, and other fun, family-focused activities – with all proceeds benefitting Canadian athletes preparing for the 2014 Winter Olympics.

“Cineplex is proud to be the Official Movie Partner of the Canadian Olympic team in 2014, and this year the funds raised will support the next generation of Canadian athletes through direct athlete support, coaching, sport awards and scholarships,” said Heather Briant, Senior Vice President, Human Resources, Cineplex Entertainment. “As we watch the upcoming winter and summer Games, we can all take pride in the contribution we made to help enable these athletes to go for gold.”

Cineplex Entertainment thanks Sony Pictures Releasing, Mars Canada and Deluxe Entertainment, whose donations of product and services helped make Community Day a success. “Thank you to the Cineplex Entertainment team for your

support of the Canadian Olympic Foundation! Your time and energy at Community Day helped the Foundation in its work to invest in the next generation of athletes to ensure they have the financial support they need to pursue their sport dreams,” said Leanne Nicolle, Executive Director, Canadian Olympic Foundation.

“Community Day also let some of our Sochi 2014 Winter Olympic Games hopefuls speak about the importance of sport (and their favourite movies) on your big screens right across Canada. The enthusiasm of all the Cineplex staff we met at the theatres was amazing. We had a fun morning greeting families who were excited to watch movies and eat popcorn. We hope you did, too. Go Canada!”

Thank you to all cast members and corporate office employees whose volunteer contributions made this year's National Community Day such a success. To view the pre-show “thank you” spots, please follow this link: <https://cineplex.box.com/s/Oyi5l7wi9p0hh3an5dxk>

See you next year!

A BEHIND THE SCENES LOOK AT CINEPLEX DIGITAL NETWORKS

By Claudelle Boudreau, Senior Account Executive, Cineplex Digital Networks

Like any new adoptee, Cineplex Digital Networks (CDN) — one of the Cineplex family's newest additions — comes with a rich history all its own.

Splice of Life readers already know that the acquisition of EK3 Technologies Inc., was a great opportunity for Cineplex to expand its digital signage business, but just what is this part of the business all about, and who are the people behind the newly named division?

With offices in London and Toronto, as well as Chicago in the New Year, CDN is an in-store digital merchandising provider serving high profile clients like Tim Hortons, Walmart, Target, McDonald's, BMO and RBC Financial. Pioneering the concept of Smart Store Networks, CDN specialize in SaaS-based solutions (software as a service), as well as deployment and technical services, strategic planning, content creation and media sales.

The team consists of engineers, accountants, software developers, account directors, traffic coordinators, creative designers, and strategic salespeople (and that's only a few of the current job titles)—but we're also so much more than that. If you visit either office, you might find baked goods in the lunchroom that have been brought in for staff to share. On any given holiday, employees are sure to participate with either a famous ‘pot luck’ or with office decorations. Most recently we held our Halloween Howl, where employees sported costumes and even voted for best dressed.

Over the years, we've participated in many events – including the MS Bike Tour, ‘Movember’, as well as annual toy and food drives in London and Toronto. We are committed to fundraising and helping out wherever there is a need because CDN employees share a common trait, regardless of position within the company, and that is passion.

CDN is about passion for our work, passion for our lives, and most of all, passion for our communities — both inside the office and out.

'TIS THE SEASON TO...DIE HARD?

By Lydia Gilmour, Programs Manager,
Alternative Programming

Fear not revelers, Cineplex has something for everyone this holiday season. From Christmas classics like *The Nutcracker*, to John McClane taking down Hans Gruber in the holiday classic (note: really?) *Die Hard* – Front Row Centre Events is pleased to announce its best-ever holiday line-up for 2013.

FAMILY FAVOURITES

The Polar Express (2004)
Dec. 7, 2013, 11:00am

This now classic film follows a doubting young boy, who takes an extraordinary train ride to the North Pole; during this ride, he embarks on a journey of self-discovery, which shows him that the wonder of life never fades for those who believe.

Arthur Christmas (2011)
Dec. 14, 2013, 11:00am

At last the incredible, never-before seen answer to every child's question: "So how does Santa deliver all those presents in one night?" The answer: Santa's exhilarating, ultra-high-tech operation hidden beneath the North Pole. But at the heart of the film is a story with the ingredients of a Christmas classic – an unlikely hero, Arthur, with an urgent mission that must be completed before Christmas morning dawns.

Dr. Seuss' How the Grinch Stole Christmas (2000)
Dec. 21, 2013, 11:00am

The curmudgeonly recluse Grinch hates Christmas and becomes annoyed with the out-of-control Christmas festivities in Whoville, the town lying below his cave dwelling on Mt. Crumpit. After the Grinch conspires to deprive the Whos of their favorite holiday, he learns that the spirit of Christmas goes much deeper than tinsel and toys.

The Nutcracker
Live: Dec. 12, 2013, 7:30pm
Encore: Dec. 22, 2013, 12:55 pm

This annual ballet favourite dazzles audiences each Christmas season and warms hearts of all ages. This year's presentation comes live from the Royal Opera House in London, England.

CLASSIC FILM SERIES

Holiday Inn (1942)
December 8, 18 and 23, 2013

Check Cineplex.com/ClassicFilms for showtimes.

You are cordially invited to the opening of Holiday Inn, where Bing Crosby sings and Fred Astaire dances. It's one of film's greatest musical romances and features Irving Berlin's Academy Award winning classic song, "White Christmas."

MOST WANTED MOVIES

Die Hard (1988)
December 5 and 11, 2013

Check Cineplex.com/MostWanted for showtimes.

NYPD officer John McClane tries to save his wife, Holly, and other party-goers taken hostage by terrorist Hans Gruber during a Christmas party at the Nakatomi Plaza. It's a holiday movie... really.





CINEPLEX ANNOUNCES NEW CHARITABLE PARTNERSHIP WITH FREE THE CHILDREN

By: Heather Briant, Senior Vice President, Human Resources

Cineplex is pleased to announce Free the Children as the company's new national charitable partner. Free the Children empowers Canadian youth to take action and create local and international change. We are excited to play a role in empowering young people in all of our Cineplex communities, while providing the skills and tools needed to take action and make a difference.

While Free the Children is a well-known, global organization, half of the charity's revenues are designated to programs in Canada. All funds donated by Cineplex will support programs taking place within our country. This new partnership will provide a wealth of compelling opportunities for guests to donate, and for employees to get involved, making a lasting and tangible impact both locally and nationally.

For the past five years, we were proud supporters of the Starlight Children's Foundation in Canada, raising nearly \$4 million dollars during that time. We enabled Starlight to expand support across our theatre communities, helping thousands of seriously ill children and their families through difficult times.

Having exceeded our goals, we are enthusiastic about our opportunity to support to another worthy charitable organization.

Thank you for your continued and generous support of our many charitable initiatives. Together, we have helped so many who need our assistance. You should be proud of what we have accomplished together.

Stay tuned for additional details about our exciting new partnership with Free the Children in the coming months.

PIONEERING WOMEN'S HABITAT FOR HUMANITY BUILD

This fall Cineplex Home Office employees Beth Davis, Pat Marshall, Valerie Lim and Angel Fong participated in the Pioneering Women's Habitat for Humanity Build. Donating not only their hard work and a bit of elbow grease, the entire team also raised over \$4,000 for this great cause.



Guest Letters

SILVERCITY ST. VITAL CINEMAS

Just wanted to compliment the staff working the popcorn concession and ticket taking [for being] very polite, friendly and good at what they do! [They] went above and beyond to help us out!

SILVERCITY RICHMOND HILL CINEMAS

My wife and I celebrated our son's ninth birthday with a Cineplex movie party at SilverCity Richmond Hill Cinemas. Our party attendant Sheba was outstanding. She was attentive, accurate and wonderfully pleasant. It was a great experience. The boys had a great time and everything ran smoothly.

Sheba is a credit to your company and exhibited a great attitude and a high degree of competence and engagement. She made sure we were satisfied. We will definitely do this again and you have Sheba to thank for that. See you again soon!

CINEPLEX CINEMAS EGLINTON TOWN CENTRE

I attended this movie with three children ages 8, 7 and 3. The staff were very helpful in explaining that limited seating was available for the showing. They explained that we could get a refund if we could not sit somewhere that we found suitable. Then the staff help us find seats that would work.

Even better, I went with the three year old to purchase popcorn and drinks. The staff at the food area offered to carry it back for me as my three year old was crying. I declined as I was ok at the time but as I got closer to the theatre he needed to go to the bathroom. The staff member at the theatre entrance offered to take the popcorn in to the other two children whom she recognized from when she helped us find seats.

I was so grateful that not only did I find one extremely helpful staff member but FOUR. We had a great time at the movie.

CINEPLEX CINEMAS WINSTON CHURCHILL

I had tickets for a friend and I to attend Gravity on Sunday, October 13. Due to an urgent work situation we were unable to attend. I called the theatre that morning and spoke with Kelly Buxey, the GM. She was immediately responsive, giving me the instructions on how to obtain a refund.

I wanted you to be aware of her excellent service and demeanor. Thank you.

From the Chef's Kitchen

By: Chef Dane Higgins

As the holidays approach, the thought of cooking for friends can sometimes instill great fear and trepidation.

The key to a stress-free holiday is preparing as much ahead of time as possible. Try to avoid spending all your time in the kitchen instead of enjoying it with the ones you love. In this issue of Chef's Kitchen, we will introduce the wonderful world of brining.

The process of brining allows you to impart great flavour and tenderness into whatever you cook. This will ensure that your turkey stays moist and full of flavour.

Basic Brine

INGREDIENTS:

- 12 cups water
- 1 cup kosher salt
- 2 cups sugar
- 1 cup apple cider vinegar
- 2 tbsp sage
- 2 tbsp thyme
- 2 tbsp rosemary
- 1 tbsp pepper
- 4 cups ice

DIRECTIONS

1. Bring 4 cups of water to a simmering boil.
2. Add salt and sugar.
3. Stir until the sugar has completely dissolved. Turn off the heat.
4. Stir in 8 cups cold water, apple cider vinegar, sage, thyme, rosemary, pepper, and ice.
5. Rinse the outside and inside of a thawed turkey.
6. Using paper towels, pat the turkey dry.
7. Completely submerge the turkey in a large soup pot bigger than the bird and cover with a lid.
8. Allow the turkey to marinate for 12 hours for a small turkey and up to a full day for a bigger bird.
9. Rinse turkey and pat dry before cooking.

