



FOR IMMEDIATE RELEASE

Cheers to Innovation! Cineplex Digital Media Reinvents The Beer Store's Iconic Beer Wall

Digital Fixtures and Media Solutions Being Rolled-Out at Nearly 400 Retail Locations in 2016

Toronto, ON, May 12, 2016 (TSX: CGX) – Grabbing your favourite beer has never been so easy, as today Cineplex Digital Media ("CDM") announced that it has been selected by The Beer Store to support its mission to digitize and revamp the shopping experience. The new solution modernizes the retailer's 'Beer Wall,' which has traditionally been a static display of cans and bottles representing the store's beer offerings, and replaces it with interactive tablets, reducing clutter and streamlining operations.

An effective sales-assist tool, the Pricing Information Centres (PICs) are free standing units that will provide customers with product visuals and pricing. They will also confirm product availability and inventory levels by individual location, as well as provide information to customers on convenient self-serve tablets connected to The Beer Store's central database.

"The Beer Store, along with its 25 brewer-owners from across Ontario, is working to enhance the customer experience in our stores, beginning with a store re-design," said Beer Store President Ted Moroz. "We engaged Cineplex Digital Media in an effort to provide our customers with an experience that is both engaging and efficient."

"We are honored to have been selected by The Beer Store to help transition the brand onto a digital platform," said Nick Prigioniero, President, Cineplex Digital Media. "We're confident that we have the tools to enhance the store's consumer experience and encourage repeat visits."

Enabling customers to search inventory levels for products by brand and category, many of the new units have already been successfully deployed in over 145 locations across the province.

Known for technological innovation, Cineplex Digital Media has quickly established itself in the Retail, Financial and Restaurant industries by providing strategic, custom digital merchandising solutions for its growing list of clients around the globe, which includes The Beer Store. CDM's industry leadership stems from its expertise in the technological, creative and analytics aspects of digital signage – offering clients a full-service, end-to-end solution.

CDM previously supported The Beer Store in over 150 locations with digital signage, and the 2016 roll-out will significantly expand its existing network. Installations began on February 29 and are expected to be complete in mid-June with kiosks in 367 stores across Ontario.

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About the Beer Store

The Beer Store offers customers 648 brands, provided by 136 brewers. It is a completely open system that allows any brewer in the world to sell their brands and set their prices in any store they choose. The Beer Store is deeply committed to responsible sale and not selling to minors and people who are intoxicated. More than 3.7 million customers were challenged in 2015. It is also one of the greenest retailers in the world and collected more than 1.6 billion beer containers in 2014-2015 (a 91 per cent return rate) and 318 million wine and spirit containers (a 78.5 per cent return rate). The Beer Store is owned by 25 Ontario-based brewers and employs 7,000 hard-working Ontarians with well-paying full and part-time jobs.

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About Cineplex Digital Media

Cineplex Digital Media ("CDM"), a division of Cineplex Entertainment, is an award-winning, fully integrated, digital signage and digital merchandising provider. CDM deploys some of the largest and most complex digital merchandising networks in Canada and the United States. Offering clients a full range of services, CDM designs, installs, maintains, manages, consults and operates networks for the Retail, Financial, Entertainment and Restaurant industries. Its clients include major brands such as Wal-Mart Canada Corp., McDonalds Canada, Tim Hortons Inc., A&W Food Services of Canada Inc., American Dairy Queen Corporation, Scotiabank, RBC Royal Bank, Rogers Communications, Oxford Properties Group, Morguard and Ivanhoe Cambridge. More information is available [here](#).

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