

SCENE and CARA Announce Strategic Marketing Partnership

SCENE members to earn and redeem points at all CARA restaurant locations

TORONTO, Feb. 11, 2015 /CNW/ - SCENE, Canada's largest entertainment loyalty program, today announced a strategic marketing partnership that will see CARA Operations Limited ("CARA") become the program's exclusive restaurant partner.

Beginning this summer, SCENE members will be able to earn and redeem points at 813 CARA restaurants, including Swiss Chalet Rotisserie & Grill, Harvey's, Milestones Grill & Bar, Montana's BBQ & Bar, Kelsey's, East Side Mario's, Fionn MacCool's, D'Arcy McGee's, Paddy Flaherty's, Tir nan Óg and Bier Markt.

"SCENE members are some of the most active participants in the entertainment space. In addition to being avid movie-goers, they over index in out-of-home dining. This new partnership with CARA will continue to deliver against our brand promise of giving our members more of what they love," said Shawn Bloom, Vice President, Operations and Partnerships, SCENE LP. "We expect this will deepen engagement with our more than 6.4 million members, while also encouraging member acquisition."

"CARA is excited to be partnering with SCENE as the first and only entertainment rewards program in Canada," said Dave Colebrook, Vice President, Marketing, CARA Operations Limited. "This partnership will allow our restaurants to provide even more value to our existing guests while also helping draw new guests. There is also no better strategic fit than "dinner and a movie."

SCENE members will earn one SCENE point for every \$3 spent in-store and online at participating restaurants, in addition to ongoing bonus point offers. Members will be able to redeem 1,000 SCENE points to receive a \$10 discount on their bill at participating CARA restaurant locations. The partnership will also enable guests to continue to earn and redeem SCENE points for CARA's gift card, The Ultimate Dining Card.

SCENE is a joint venture between Cineplex Entertainment and Scotiabank.

About SCENE LP:

SCENE®, the entertainment rewards program launched by Scotiabank and Cineplex Entertainment in 2007, is free to join and offers members an immediate 10% discount on movie snacks and 10% more off already discounted Tuesday tickets, purchased at any Cineplex Entertainment location. With more than six million members across Canada, SCENE enables members to earn and redeem points for music, movies, DVDs, movie downloads and concessions. Members can also accelerate their earning power with the SCENE® ScotiaCard® debit card and SCENE® VISA card. Members can also earn and redeem points with SCENE's strategic marketing partners: sports and active lifestyle retailer, Sport Chek, and CARA restaurants: Swiss Chalet Rotisserie & Grill®, Harvey's®, Milestones Grill & Bar®, Montana's BBQ & Bar™, Kelsey's®, East Side Mario's®, Casey's®, Fionn MacCool's®, D'Arcy McGee's®, Paddy Flaherty's®, Tir nan Óg® and Bier Markt®.

About CARA

Cara is Canada's largest full service restaurant organization. The Company is over 130 years old and operates some of the most recognized brands in the country, including Swiss Chalet Rotisserie & Grill®, Harvey's®, Milestones Grill & Bar®, Montana's BBQ & Bar™, Kelsey's®, East Side Mario's®, Casey's®, Fionn MacCool's®, D'Arcy McGee's®, Paddy Flaherty's®, Tir nan Óg® and Bier Markt®. Cara operates 837 corporate and franchise-owned restaurants across Canada. Canadian-owned and led, CARA is the restaurant family that brings Canadians together. For more information, please visit www.CARA.com.

For further information: For information about Cineplex or SCENE LP, please contact: Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment, 416-323-6648, pat.marshall@cineplex.com / Cineplex Entertainment, Mike Langdon, Director, Communications, 416-323-6728, mike.langdon@cineplex.com / For information about CARA, please contact: CARA Operations Limited, Dave Colebrook, Vice President, Marketing, 905-760-2244, dcolebrook@cara.com