



INTERNATIONAL

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Cineplex Entertainment Partners with CSG Content Direct to Enhance CineplexStore.com

ENGLEWOOD, Colo.--(BUSINESS WIRE)-- [Cineplex Entertainment \("Cineplex"\) \(TSX: CGX\)](#), one of Canada's leading entertainment companies, and [CSG Systems International \(NASDAQ: CSGS\)](#), a global provider of interactive transaction-driven solutions and services, today announced that Cineplex has deployed [CSG Content Direct](#)[®] to enhance the user experience of Cineplex's digital commerce platform, [CineplexStore.com](#).

CSG Content Direct enables customers to rent or purchase digital content on-demand across virtually all devices, including PC, Mac, Roku, iOS, Android, and Samsung and LG smart televisions.

"Content Direct helps us deliver rich, vivid, and stable digital content to a wide range of customers' devices," said Pat Marshall, vice president, communications and investor relations at Cineplex. "With this change, as well as others made in recent months, we feel we've taken [CineplexStore.com](#) to the next level of digital entertainment."

CSG Content Direct is designed to integrate with the SCENE loyalty program and also with SuperTicket, the first-ever bundled offering with multiple studios that allows guests to purchase a theatre admission ticket and pre-order a digital download of the movie at the same time.

"The purpose of CSG Content Direct is very straightforward," said Kent Steffen, president and general manager of CSG Content Direct. "We work with the world's most innovative entertainment companies to enhance the experience for their loyal customers across a wide variety of devices to create new revenue streams. Cineplex is at the forefront of revolutionizing the way moviegoers purchase, consume, and engage with content. CSG is honored to partner with Cineplex to define the future of the industry."

Content Direct's innovative direct-to-consumer digital content monetization platform provides enterprise-wide solutions that support payment transactions, subscriber management, content management, and customer care capabilities.

About the Cineplex Store

The Cineplex Store ([CineplexStore.com](#)) is Canada's one-stop shop for movies for whatever your mood. With thousands of digital, Blu-ray and DVD titles, [CineplexStore.com](#) offers Canada's largest selection of movie downloads and rentals for any device including iOS, Android, Mac, Windows and various LG and Samsung Smart TVs. On Digital Tuesdays, customers can rent a standard definition digital movie for \$2.50, or receive \$2.50 off a digital download. [CineplexStore.com](#) customers can also earn and redeem points with SCENE, Canada's largest entertainment loyalty program.

About Cineplex

Cineplex Inc. ("Cineplex") is one of Canada's leading entertainment companies and operates one of the most modern and fully digitized motion picture theatre circuits in the world. A top-tier Canadian brand, Cineplex operates numerous businesses including theatrical exhibition, food services, gaming, alternative programming (Front Row Centre Events), Cineplex Media, Cineplex Digital Solutions, Cineplex Digital Networks, and the online sale of home entertainment content through [CineplexStore.com](#) and on apps embedded in various electronic devices. Cineplex is also a joint venture partner in SCENE - Canada's largest entertainment loyalty program.

Cineplex is headquartered in Toronto, Canada, and operates 162 theatres with 1,638 screens from coast to coast, serving approximately 77 million guests annually through the following theatre brands: Cineplex Odeon, SilverCity, Galaxy Cinemas, Scotiabank Theatres, Cineplex Cinemas and Cineplex VIP Cinemas presented by Scotiabank. Cineplex also owns and operates the UltraAVX, Poptopia, and Outtakes brands. Cineplex trades on the Toronto Stock Exchange under the symbol CGX. More information is available at [Cineplex.com](#).

About CSG Content Direct

CSG Content Direct empowers content creators, aggregators, and distributors to market, monetize, and manage content easily and effectively. Content Direct is offered as either a set of software services or as an integrated solution. It allows content

companies of all sizes to increase the value and return of every content transaction. The solution supports virtually all content types and commerce models, including marketing promotions, offer management, partner management, financial management, reporting, analytics, and syndication. Content Direct is a complete solution and is integrated with leading digital ecosystem providers. For more information, please visit <http://www.csgi.com/contentdirect>.

About CSG International

[CSG Systems International, Inc. \(NASDAQ:CSGS\)](#) is a market-leading business support solutions and services company serving the majority of the top 100 global communications service providers, including leaders in fixed, mobile, and next-generation networks such as AT&T, Comcast, DISH, Orange, Reliance, SingTel Optus, Telecom New Zealand, Telefonica, Time Warner Cable, T-Mobile, Verizon, Vivo, and Vodafone. With more than 30 years of experience and expertise in voice, video, data, and content services, CSG International offers a broad portfolio of licensed and Software-as-a-Service (SaaS)-based products and solutions that help clients compete more effectively, improve business operations and deliver a more impactful customer experience across a variety of touch points. For more information, visit our website at www.csgi.com.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140903005002/en/>

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