

## Cadillac Fairview Announces Partnership with Landmark Cinemas to Open Premium Movie Theatre at CF Market Mall in Calgary

**CALGARY, AB (January 29, 2018)** – Cadillac Fairview and Ivanhoé Cambridge are pleased to announce a new partnership with Calgary-based Landmark Cinemas to open a premium movie theatre at CF Market Mall in Calgary. The grand opening is slated for spring 2019.

Located on the southwest corner of the centre, in the space formerly occupied by Staples, the new five-screen theatre will be outfitted in luxury recliner power seating, providing a premium movie-going experience for Calgarians.

“At CF Market Mall, we’re proud to offer a dynamic and evolving mix which includes best-in-class retailers, dining options and now entertainment with the addition of Landmark Cinemas,” said Darren Milne, General Manager, CF Market Mall. “As a family-friendly shopping centre, our guests are eager to have a theatre at CF Market Mall and we look forward to Landmark Cinemas’ grand opening next spring.”

“As a Calgary based company Landmark Cinemas is incredibly excited to bring our recliner experience to CF Market Mall. Recliner seating, combined with complimentary reserved seating, provides an unsurpassed movie-going experience while maintaining a value proposition that allows customers to enjoy the movies more often.” said Bill Walker, CEO, Landmark Cinemas.

Known for their state-of-the-art theatres, Landmark Cinemas’ new home at CF Market Mall will feature:

- A five-screen, 25,000 square foot complex featuring 619 Premium Powered Recliner seats;
- All auditoriums will feature Landmark’s new Premium Powered Recliner seating in a full-stadium configuration. This new, motorized, fully reclining seat with extended footrest, will provide every guest with a significant increase in personal space and a relaxing, disruption-free movie-going experience;
- All seating, at every performance, will be available on a complimentary reserved seating basis and tickets will be available in advance through Landmark’s website, [landmarkcinemas.com](http://landmarkcinemas.com), or through ATOM Tickets, the first of its kind cinema mobile ticketing and concession purchase platform and app that enables guests to skip lineups at the box office and concession;
- Giant, wall-to-wall screens over 25 ft. tall and the latest in digital projection and sound, and;
- An expanded concession offering, including traditional cinema fare complemented by additional choices in hot foods.

“We are pleased to enter into a new partnership with Landmark Cinemas. Not only is Landmark Cinemas a Calgary-based company with a deep understanding of the local market but they also provide an international perspective having been recently acquired by Kinopolis Group NV,” said Josh Thomson, Vice President, Development, Cadillac Fairview. “We’re excited to introduce this smaller theatre format at CF Market Mall and believe it will resonate strongly with the centre’s core shopper base of families.”

This new partnership with Landmark Cinemas builds on CF Market Mall’s ongoing re-invention. Zara opened its largest store in Calgary and Sporting Life made its debut at the centre with a 40,000 sq. ft. store in fall 2017. Premium off-price retailer Saks Fifth Avenue OFF 5TH announced it will be opening a 30,000 sq. ft. store at CF Market Mall in fall 2018 and Sport Chek’s highly-anticipated expansion of its

60,000 sq. ft. two-storey flagship store is scheduled to open in Spring 2018. For more information, visit [cfmarketmall.ca](http://cfmarketmall.ca).

-30-

**About Cadillac Fairview:**

Cadillac Fairview is one of the largest owners, operators and developers of best-in-class office, retail and mixed-use properties in North America. The Cadillac Fairview portfolio is owned by the Ontario Teachers' Pension Plan, a diversified global investor which administers the pensions of more than 300,000 active and retired school teachers. The real estate portfolio also includes investments in retail, mixed-use and industrial real estate in Brazil, Colombia and Mexico.

Valued at around \$29 billion, the Canadian portfolio includes over 38 million square feet of leasable space at 67 properties in Canada, including landmark developments, such as Toronto-Dominion Centre, CF Toronto Eaton Centre, CF Pacific Centre, CF Chinook Centre, Tour Deloitte and CF Carrefour Laval.

**About Ivanhoé Cambridge:**

Ivanhoé Cambridge, a global real estate industry leader, invests in high-quality properties and real estate companies in select cities around the world. It does so prudently, with a long-term view to generate optimal, risk-adjusted returns. Founded in Quebec in 1953, Ivanhoé Cambridge has built a vertically integrated business across Canada. Internationally, the Company invests alongside key partners and major real estate funds that are leaders in their respective markets. Through subsidiaries and partnerships, Ivanhoé Cambridge holds interests in nearly 800 buildings, primarily in the residential, office, retail and logistics real estate sectors. Ivanhoé Cambridge held approximately C\$56 billion in assets as at December 31, 2016. The Company is a real estate subsidiary of the Caisse de dépôt et placement du Québec ([cdpq.com](http://cdpq.com)), one of Canada's leading institutional fund managers. For more information: [ivanhoecambridge.com](http://ivanhoecambridge.com).

**About Landmark Cinemas Canada:**

Acquired in December 2017 by Kinopolis Group NV, Belgium, Landmark is Canada's second largest motion picture, theatre exhibition company. From a single screen in 1965, today Landmark Cinemas welcomes Movie Lovers to connect and share the perfect movie-going experience in 43 cinemas and 302 screens throughout Western Canada, Ontario and the Yukon Territory. We are connected to the communities we serve, and our Cast and Crew are proud to support Kids Help Phone. As a National Sponsor of the Walk, through promotional support and fundraising initiatives in our theatres, we are committed to support the mental health and well-being of both our youth Guests and Cast & Crew. Landmark's corporate headquarters is in Calgary, Alberta. For additional information: [landmarkcinemas.com](http://landmarkcinemas.com).

**For more information:**

**Cadillac Fairview**

Anna Ng  
647-534-8071  
[ang@cadillacfairview.com](mailto:ang@cadillacfairview.com)

Nicole Saxton  
403-828-8624  
[Nicole.saxton@northstrategic.com](mailto:Nicole.saxton@northstrategic.com)

**Landmark Cinemas**

Media Crew  
[www.landmarkcinemas.com/media-hub](http://www.landmarkcinemas.com/media-hub)  
[mediainquiries@landmarkcinemas.com](mailto:mediainquiries@landmarkcinemas.com)