



FOR IMMEDIATE RELEASE

On The Day: The Story of the Spirit of Scotland Pipe Band Hits the Big Screen at Participating Theatres for Two Screenings Only

Documentary Profiles A Band Coming Together Days Before The World Pipe Band Championship

TORONTO, ON, (TSX: CGX), February 2, 2011 – Cineplex Entertainment, via our *Front Row Centre Events* and John McDonald Productions are pleased to announce *On The Day: The Spirit of Scotland* will be shown at participating theatres in a limited two-screening run. Tickets are now available for the screenings on Wednesday, February 9, 2011 at 7 p.m. and Sunday, February, 13, 2011 (check local listings for showtimes). John McDonald, director of *On the Day: The Spirit of Scotland*, will host and participate in a question and answer session with the audience following the screening on February 9th at *Cineplex Odeon Gardiners Road Cinemas* in Kingston, ON and February 13th at *Cineplex Odeon Sheppard Cinemas* in Toronto, ON.

“On The Day: The Spirit of Scotland really makes the audience feel as though they are a part of the band,” said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. “You’re right there as tension builds leading up to the prestigious championships and you also get to savour each note once the competition begins.”

The World Pipe Band Championship brings together more than 8,000 musicians from 16 countries (including Canada), all on one day. This year, a new group joins the battle of the bands a mere six days before the competition. Calling themselves “The Spirit of Scotland,” the world’s top solo players have come together for the first time to attempt the impossible: compete against legendary bands that have been around for decades. Several Canadian drummers and pipers were a part of the “The Spirit of Scotland.”

Advance tickets are now available at participating theatre box offices, through the Cineplex Mobile Apps or our mobile site m.cineplex.com and online at www.cineplex.com/events. A special rate is available for groups of 20 or more. Please contact Cineplex corporate sales at 1-800-313-4461 or via email at corporatesales@cineplex.com.

Cineplex Entertainment presents *On the Day: The Spirit of Scotland* on Wednesday, February 9th at 7 p.m. and Sunday, February 13th (check local listings for showtimes) at the following theatres:

BRITISH COLUMBIA

Langley

Colossus Langley Cinemas, 20090 91A Avenue

Nanaimo

Galaxy Cinemas Nanaimo, 213-4750 Rutherford Road

Richmond

SilverCity Riverport Cinemas, 14211 Entertainment Way

Surrey

Empire Studio 12 Guildford, 15051 101st Avenue

Victoria

SilverCity Victoria Cinemas, 3130 Tillicum Road

ALBERTA**Calgary**

Cineplex Odeon Westhills Cinemas, 165 Stewart Green SW

SilverCity CrossIron Mills Cinemas & XSCAPE Entertainment Centre, 261055 CrossIron Boulevard, Rocky View (Calgary), AB

Edmonton

Cineplex Odeon South Edmonton Cinemas, 1525-99th Street NW

Empire Theatres City Centre, 10200 102nd

Red Deer

Galaxy Cinemas Red Deer, 357-37400 Highway #2

MANITOBA**Winnipeg**

SilverCity St. Vital Cinemas, 160-1255 St. Mary's Road

SASKATCHEWAN**Regina**

Cineplex Odeon Southland Mall Cinemas, 3025 Gordon Road

Saskatoon

Galaxy Cinemas Saskatoon, 347 2nd Avenue

ONTARIO**Barrie**

Galaxy Cinemas Barrie, 72 Commerce Park Drive

Belleville*

Galaxy Cinemas Belleville, 160 Bell Boulevard (*only screening February 9th)

Brampton

SilverCity Brampton Cinemas, 50 Great Lakes Drive

Brantford

Galaxy Cinemas Brantford, 300 King George Road

Brockville

Galaxy Cinemas Brockville, 2399 Parkedale Avenue

Collingwood

Galaxy Cinemas Collingwood, 6 Mountain Road

Cornwall

Galaxy Cinemas Cornwall, 1325 Second Street E

Guelph

Galaxy Cinemas Guelph, 485 Woodlawn Road W

Hamilton

SilverCity Hamilton Mountain Cinemas, 795 Paramount Drive

Kingston*

Cineplex Odeon Gardiners Road Cinemas, 626 Gardiners Road (*only screening February 9th)

London

Cineplex Odeon Westmount & VIP Cinemas, 755 Wonderland Road S

Mississauga

Empire Studio 10 at Square One, 100 City Centre Drive

Newmarket

SilverCity Newmarket Cinemas and XSCAPE Entertainment Centre, 18151 Yonge Street

Niagara Falls

Cineplex Odeon Niagara Square Cinemas, 7555 Montrose Road

Oakville

SilverCity Oakville and VIP Cinemas, 3531 Wycroft Road

Orillia

Galaxy Cinemas Orillia, 865 West Ridge Boulevard

Orleans

Empire 7 Orleans, 3752 Innes Road

Oshawa

Cineplex Odeon Oshawa Cinemas, 1351 Grandview Street N

Ottawa

Coliseum Ottawa Cinemas, 3090 Carling Avenue

Empire 7 Ottawa, 111 Albert Street

Owen Sound

Galaxy Cinemas Owen Sound, 1020 10th Street

Richmond Hill

SilverCity Richmond Hill Cinemas, 8725 Yonge Street

Sault Ste. Marie

Galaxy Cinemas Sault Ste. Marie, 293 Bay Street

St. Thomas

Galaxy Cinemas St. Thomas, 417 Wellington Street

Sudbury

SilverCity Sudbury Cinemas, 355 Barrydowne Road

Thunder Bay

SilverCity Thunder Bay Cinemas, 850 North May Street

Toronto

Cineplex Odeon Queensway Cinemas, 1025 The Queensway

Cineplex Odeon Sheppard Cinemas, 4861 Yonge Street

Cineplex Odeon Varsity and VIP Cinemas, 55 Bloor Street W

Waterloo

Empire Theatres Waterloo, 415 The Boardwalk

Windsor

Cineplex Odeon Devonshire Mall Cinemas, 3100 Howard Avenue

QUEBEC**Brossard**

Cineplex Odeon Brossard Cinemas, 9350 boul. Leduc

NEW BRUNSWICK**Fredericton**

Empire Studio 10 Regent Mall, 1381 Regent Street

Moncton

Empire 8 Trinity, 127 Trinity Dr

Saint John

Empire Studio 10, 175 McAllister Drive

NOVA SCOTIA

Halifax

Empire 18 Cinemas & IMAX Theatre - Bayers Lake, 190 Chain Lake Drive

New Glasgow

Empire Studio 7, 612 East River Road

Sydney

EMPIRE Studio 10, Prince Street Plaza 325 Prince Street

NEWFOUNDLAND

St. John's

Empire Studio 12, 48 Kenmount Road

PRINCE EDWARD ISLAND

Charlottetown

Empire Studio 8 Charlottetown, 670 University Avenue

About Front Row Centre Events (FRC)

Brought to you by Cineplex Entertainment, Front Row Centre Events bring world class entertainment to your local Cineplex Entertainment theatre and other participating locations! Presented in high-definition with digital surround sound, guests can experience the best in original one-night only and series-based programming. From The Met: Live in HD and The National Theatre's NT Live to concerts, live sporting events and documentaries, Front Row Centre Events put you in the centre of the action on the big screen!

About Cineplex Entertainment

Cineplex Inc. ("Cineplex") is the largest motion picture exhibitor in Canada and owns, leases or has a joint-venture interest in 132 theatres with 1,366 screens serving approximately 70 million guests annually. Headquartered in Toronto, Canada, Cineplex operates theatres from British Columbia to Quebec and is the exclusive provider of UltraAVX™ and the largest exhibitor of digital, 3D and IMAX projection technologies in the country. Proudly Canadian and with a workforce of approximately 10,000 employees, the company operates the following top tier brands: Cineplex Odeon, Galaxy, Famous Players, Colossus, Coliseum, SilverCity, Cinema City and Scotiabank Theatres. Cineplex shares trade on the Toronto Stock Exchange (TSX) under the symbol "CGX". The Debentures are listed on the TSX under the symbol "CGX.DB". For more information, visit www.cineplex.com.

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