



****Media Advisory: Thursday, May 5, 2011****

***Something Borrowed, Something Bonused and Something New
at Cineplex Entertainment Theatres***

WHAT: Cineplex Entertainment (“Cineplex”) and Warner Bros. Pictures Canada invite you to walk down the aisle in style at participating Cineplex theatres to celebrate the release of *Something Borrowed*. Beginning Friday, May 6, 2011, SCENE members who arrive at a Cineplex theatre to watch *Something Borrowed* wearing a bridesmaid dress will be awarded 1,000 SCENE points – the equivalent of a free movie. SCENE members can enjoy this fun bonus until Sunday May 15, 2011. The SCENE program is free to join, to enroll visit www.scene.ca.

Cineplex and Warner Bros. have also teamed up on a contest to look for people’s favourite or most outlandish bridesmaid dress. To enter, visit www.facebook.com/SCENE and “Like” the page. Guests who see *Something Borrowed* at any Cineplex theatre in their bridesmaid dress can then upload a photo of their outfit for a chance to win a trip for two to The Hamptons. Facebook users will then vote on the dresses. The dress with the most votes will win!

About Something Borrowed

Rachel (Ginnifer Goodwin) is a talented attorney at a top New York law firm, a generous and loyal friend and, unhappily, still single as her engaged best friend Darcy (Kate Hudson) is constantly reminding her. But after one drink too many at her 30th birthday party, perpetual good girl Rachel unexpectedly ends up in bed with the guy she's had a crush on since law school, Dex (Colin Egglesfield) who just happens to be Darcy's fiancé. When Rachel and Darcy's lifelong friendship collides with true love, it leads to unexpected complications and potentially explosive romantic revelations. Meanwhile, Ethan (John Krasinski), who has been Rachel's constant confidante and sometimes conscience, has been harboring a secret of his own, and Marcus (Steve Howey), an irrepressible womanizer, can't keep his mind out of the gutter or his hands off any girl within reach.

WHERE: Cineplex Entertainment theatres across Canada, please visit www.cineplex.com for locations. Tickets for *Something Borrowed* can be purchased at Cineplex theatre box offices.

WHEN: Friday, May 6, 2011 until Sunday May 15, 2011

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For additional information, please contact:

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