



FOR IMMEDIATE RELEASE

Prime Minister Christopher Plummer?

Plummer tops Canadian actors as choice for Prime Minister this Canada Day: poll

Toronto, ON, June 27, 2012 (TSX: CGX) – Christopher Plummer may have won a 2012 Academy Award for Best Supporting Actor, but nearly one-third of all Canadians believe his best leading role could be as an occupant of 24 Sussex Drive.

Asked to select from a list of Canadian actors, 31 per cent of respondents chose Plummer as the one they would most like to see become Prime Minister. William Shatner could lead Her Majesty's Fictional Opposition, with 22 per cent support. Jim Carrey rounds out the top three, as the choice of 14 per cent of Canadians.

Other actors registering in the poll, before their ultimate relegation to the backbenches, include: Patrick Huard, Ryan Reynolds, Catherine O'Hara, Ryan Gosling and Rachel McAdams.

"Canadians have spoken clearly, choosing experience and statesmanship over some of Hollywood's hottest young stars," said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. "The question we've been asking ourselves is – what would a Plummer government mean to the movie business in Canada?"

It turns out Canadians had some ideas on that front, as well:

- 88 per cent of Canadians believe more movies should be produced in Canada
- 70 per cent of Canadians think films produced in Canada are just as good as those produced in Hollywood
- 70 per cent of Canadians believe the government should create more tax breaks and incentives for production companies that film in Canada
- 60 per cent of Canadians believe Canadian actors are the best in the world

As part of its celebration of 100 Years of Movie Memories, throughout 2012 Cineplex Entertainment and Ipsos Reid will release monthly facts and figures about Canadians' interpersonal relationships with the movies. July's release will reveal which movie best represents Canadians' ideal summer.

Cineplex has created an exciting online destination, allowing passionate movie fans to share their most memorable movie moments. From first movies to favourite movie quotes, scenes and songs, this social and fully interactive environment is the place to share your stand-out cinematic memories. Leveraging Facebook's new timeline functionality and other key social channels, the site allows users to upload photos and like, tweet, share, comment and interact with movie fans everywhere.

Share your memories at cineplex.com/moment.

About Cineplex Entertainment:

Cineplex Inc. ("Cineplex") is the largest motion picture exhibitor in Canada and owns, leases or has a joint-venture interest in 130 theatres with 1,359 screens serving approximately 66 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". For more information, visit www.cineplex.com.

Methodology:

These are some of the findings from an Ipsos Reid survey. A sample of 4,009 adults from Ipsos' Canadian online panel were interviewed online. Individuals were disqualified if they didn't watch any movies in the course of a month. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-1.5 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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