



Broadway's Current Tony Award® Winner *Memphis* Comes To Participating Theatres For A Limited Engagement

Four presentations to be shown at 87 theatres across Canada

FOR IMMEDIATE RELEASE

Toronto, ON, (TSX: CGX), April 20, 2011 – Cineplex Entertainment, via our *Front Row Centre Events* is pleased to announce the limited engagement presentation of *Memphis*. Broadway's reigning Best Musical Tony Award® winner *Memphis*, can be enjoyed at participating theatres in Canada on Thursday, April 28; Wednesday, May 4; and Thursday, May 12 at 7:00 p.m. (local time). Treat Mom to a special matinee performance of *Memphis* on Mother's Day Sunday, May 8 at 1:00 p.m. (local time). Each showing will feature an exclusive behind-the-scenes look at the musical that won four 2010 Tony Awards® and continues to play to sold out houses on Broadway.

Memphis represents the first time the current Tony Award-winning Best Musical will be presented in movie theatres while concurrently running on Broadway. *Memphis* was captured live in performance at Broadway's renowned Shubert Theatre in New York City with the original Broadway cast by Broadway Worldwide. Their production team is led by founder and executive producer Bruce Brandwen, Emmy Award®-winning director Don Roy King (*Saturday Night Live*, CBS' *The Early Show*, *Survivor*) and Grammy® and Emmy Award-winning sound producer Matt Kaplowitz (*Ghandi*, PBS' *To Bear Witness*).

"For years, our guests have asked us to bring Broadway performances to our big screens. Today we are so pleased to announce that *Memphis*, one of the most exciting productions to ever play on Broadway, will now be featured on our screens across Canada in High-Definition with digital surround sound," said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment.

Memphis takes place in the smoky halls and underground clubs of the segregated 1950's, where a young white DJ named Huey Calhoun (Chad Kimball) fell in love with everything he shouldn't: rock and roll and an electrifying black singer (Montego Glover). *Memphis* is an original story about the Cultural Revolution that erupted when his vision met her voice, and the music changed forever. Bursting off the stage with explosive dancing, irresistible songs and a thrilling tale of fame and forbidden love, this incredible journey is filled with laughter, soaring emotion and roof-raising rock 'n' roll.

Memphis features a Tony-winning book by Joe DiPietro (*I Love You, You're Perfect, Now Change*) and a Tony®-winning original score with music and lyrics composed by David Bryan, Grammy Award® winning keyboard player and founding member of Bon Jovi. Directed by Tony nominee Christopher Ashley (*Xanadu*) with choreography by Sergio Trujillo (*Jersey Boys*), the all-star cast features Tony® nominee Chad Kimball, Tony nominee Montego Glover, Derrick Baskin, J. Bernard Calloway, James Monroe Iglehart, Tony nominee Michael McGrath and Cass Morgan.

“We are absolutely thrilled to share the story of Memphis and its Broadway experience with audiences nationwide,” said *Memphis* producer Sue Frost. “It’s an extraordinary opportunity for all of us involved with the production, and we can’t wait for Broadway lovers across Canada to see it on the big screen!”

Advance tickets are now available at participating theatre box offices, through the Cineplex Mobile Apps and online at www.cineplex.com/events or our mobile site m.cineplex.com. Not all theatres will offer all four performances. A special rate is available for larger groups of 20 or more. Please contact Cineplex corporate sales at 1-800-313-4461 or via email at corporatesales@cineplex.com.

BRITISH COLUMBIA

Abbotsford

LANDMARK - Towne Centre, 1518 McCallum Road

Burns Lake

Beacon Theatre, 23 3rd Ave.

Chilliwack

Galaxy Cinemas Chilliwack, 8249 Eagle Landing Parkway

Coquitlam

SilverCity Coquitlam Cinemas, 170 Schoolhouse Street

Kamloops

Cineplex Odeon Aberdeen Mall Cinemas, 700-1320 Trans Canada Highway

Kelowna

LANDMARK Grande 10 Kelowna, 940 McCurdy Road

Langley

Colossus Langley Cinemas, 20090 91A Avenue

Mission

SilverCity Mission Cinemas, 32555 London Avenue

Nanaimo

Galaxy Cinemas Nanaimo, 213-4750 Rutherford Road

Prince George

Famous Players 6 Cinemas, 172-1600 Fifth Avenue

Richmond

SilverCity Riverport Cinemas, 14211 Entertainment Way

Sechelt

Raven’s Cry, 5559 Sunshine Coast Highway

Vancouver

Cineplex Odeon International Village Cinemas, 88 W Pender St

EMPIRE Granville 7 Cinemas, 855 Granville Street

EMPIRE Esplanade 6 Cinemas, 200 West Esplanade

Vernon

Galaxy Cinemas Vernon, 2306 Highway 6

Victoria

SilverCity Victoria Cinemas, 3130 Tillicum Road

ALBERTA

Calgary

Scotiabank Theatre Chinook, 6455 Macleod Trail SW

EMPIRE Studio 16 Country Hills, 300-388 Country Hills Blvd NE

Edmonton

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

Scotiabank Theatre Edmonton, 8882-170 Street

EMPIRE City Centre 9 Cinemas, 10200 102nd Avenue

Grand Prairie

Cineplex Odeon Grand Prairie Cinemas, 10330-109th Street

LANDMARK Jan Cinema, 9820 - 100th Avenue

Lethbridge

Galaxy Cinemas Lethbridge, 501-1st Avenue SW

Red Deer

Galaxy Cinemas Red Deer, 357-37400 Highway #2

Sherwood Park

Galaxy Cinemas Sherwood Park, 2020 Sherwood Drive

MANITOBA**Winnipeg**

SilverCity Polo Park Cinemas, 817 St. James Street

SASKATCHEWAN**Moose Jaw**

Galaxy Cinemas Moose Jaw, 1235 Main Street N

Prince Albert

Galaxy Cinemas Prince Albert, 2995 2nd Avenue

Regina

Galaxy Cinemas Regina, 420 McCarthy Boulevard N

Saskatoon

Galaxy Cinemas Saskatoon, 347 2nd Avenue

ONTARIO**Ajax**

Cineplex Odeon Ajax Cinemas, 248 Kingston Road

Ancaster

SilverCity Ancaster Cinemas, 771 Golf Links Road

Barrie

Galaxy Cinemas Barrie, 72 Commerce Park Drive

Belleville

Galaxy Cinemas Belleville, 160 Bell Boulevard

Bracebridge

Rene Caisse, 100 Clearbrook Trail

Brampton

SilverCity Brampton Cinemas, 50 Great Lakes Drive

Brantford

Galaxy Cinemas Brantford, 300 King George Road

Burlington

SilverCity Burlington Cinemas, 1250 Brant Street

Collingwood

Galaxy Cinemas Collingwood, 6 Mountain Road

Guelph

Galaxy Cinemas Guelph, 485 Woodlawn Road W

Kingston

Cineplex Odeon Gardiners Road Cinemas, 626 Gardiners Road

Kitchener

EMPIRE Kitchener, 135 Gateway Park Drive

London

Cineplex Odeon Westmount & VIP Cinemas, 755 Wonderland Road S

SilverCity London Cinemas, 1680 Richmond Street

Mississauga

SilverCity Mississauga Cinemas, 3055 Vega Boulevard

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

North Bay

Galaxy Cinemas North Bay, 300 Lakeshore Drive

Oakville

SilverCity Oakville and VIP Cinemas, 3531 Wycroft Road

Orangeville

Galaxy Cinemas Orangeville, 85 Fifth Avenue

Orleans

EMPIRE Theatres Orleans, 3752 Innes Road

Oshawa

Cineplex Odeon Oshawa Cinemas, 1351 Grandview Street N

Ottawa

Coliseum Ottawa Cinemas, 3090 Carling Avenue

SilverCity Gloucester Cinemas, 2385 City Park Drive

Owen Sound

Galaxy Cinemas Owen Sound, 1020 10th Street

Peterborough

Galaxy Cinemas Peterborough, 320 Water Street

Richmond Hill

SilverCity Richmond Hill Cinemas, 8725 Yonge Street

Sarnia

Famous Players Lambton 9 Cinemas, 1450 London Road

Sault Ste. Marie

Galaxy Cinemas Sault Ste. Marie, 293 Bay Street

St. Catherines

EMPIRE Pen Centre, 221 Glendale Ave

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
Coliseum Scarborough Cinemas, 300 Borough Drive
Scotiabank Theatre Toronto, 259 Richmond Street W
SilverCity Yonge-Eglinton Cinemas, 2300 Yonge Street

Windsor

Cineplex Odeon Devonshire Mall Cinemas, 3100 Howard Avenue

QUEBEC

Brossard

Cineplex Odeon Brossard Cinemas, 9350 boul. Leduc

Gatineau

Starité Gatineau Cinemas, 115 boul. Du Plateau

Kirkland

Coliseum Kirkland Cinemas, 3200 rue Jean Yves

Laval

Colossus Laval Cinemas, 2800 rue Cosmodôme

Montreal

Cineplex Odeon Cavendish Mall Cinemas, 5800 boul. Cavendish

Scotiabank Theatre Montreal, 977 rue Ste-Catherine O

Sherbrooke

Galaxy Cinemas Sherbrooke, 4204 rue Bertrand-Fabi

Ste.Foy

Cineplex Odeon Ste. Foy Cinemas, 1200 boul. Duplessis

NEWFOUNDLAND

EMPIRE Studio 12, 48 Kenmount Road

NEW BRUNSWICK

EMPIRE Studio 10 Regent Mall, 1381 Regent Street

EMPIRE 8 Trinity Drive, 125 Trinity Drive

EMPIRE Studio 10, 175 McAllister Drive

NOVA SCOTIA

EMPIRE Dartmouth Crossing, 145 Shubie Drive

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

EMPIRE Studio 10, 325 Prince Street

PRINCE EDWARD ISLAND

EMPIRE Studio 8, 670 University Ave

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 1,352 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". For more information, visit www.cineplex.com.

About Broadway Worldwide

Broadway Worldwide was established in 1995 as first-to-market in the high definition, surround sound production and worldwide distribution of Broadway musicals captured live-in-performance for digital cinema, DVD and television. To date, Broadway Worldwide has captured and distributed SMOKEY JOE'S CAFÉ, Broadway's longest running musical revue, Stephen Sondheim's PUTTING IT TOGETHER starring Carol Burnett and JEKYLL & HYDE starring David Hasselhoff.

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For information, interviews or photos please contact:

Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment,
416-323-6648, pat.marshall@cineplex.com

Kyle Moffatt, Director, Communications, Cineplex Entertainment,
416-323-6728, kyle.moffatt@cineplex.com

Juliana Hannett / Frances White, The Hartman Group for *Memphis*
(212) 398-1800, jhannett@thehartmangrouppr.com / fwhite@thehartmangrouppr.com