



****MEDIA ADVISORY: Thursday, July 7, 2011****

SCENE Members Can Purchase Advance Tickets for *Captain America: The First Avenger* Beginning July 8, 2011; General Public July 15th

Special midnight screenings also announced

WHAT: Advance tickets for the highly anticipated release of *Captain America: The First Avenger* go on sale exclusively for SCENE members on Friday, July 8, 2011. The general public can purchase advance tickets beginning Friday, July 15, 2011. The SCENE program is free to join, to enroll visit www.scene.ca.

Special midnight screenings of *Captain America: The First Avenger* will also be presented in 3D on Thursday, July 21st (officially 12:01 a.m. on Friday, July 22nd) at select Cineplex Entertainment theatres including our UltraAVX™ auditoriums where available.

Tickets will be available at participating theatre box offices, through the Cineplex Mobile App and online at www.cineplex.com or our mobile site m.cineplex.com.

About *Captain America: The First Avenger*

Captain America: The First Avenger will focus on the early days of the Marvel Universe when Steve Rogers (Chris Evans) volunteers to participate in an experimental program that turns him into the Super Soldier known as Captain America. As Captain America, Rogers joins forces with Bucky Barnes (Sebastian Stan) and Peggy Carter (Hayley Atwell) to wage war on the evil HYDRA organization, led by the villainous Red Skull (Hugo Weaving).

The movie opens Friday, July 22, 2011.

Private screenings and group rates are also available. For more information, call 1-800-313-4461 or email corporatesales@cineplex.com.

WHEN: Tickets for *Captain America: The First Avenger* go on sale Friday, July 8, 2011 for SCENE members and Friday, July 15, 2011 for the general public.

WHERE: Participating Cineplex Entertainment theatres across Canada, please visit www.cineplex.com for locations. Tickets can be purchased at participating theatre box offices, through the Cineplex Mobile Apps and online at www.cineplex.com or our mobile site m.cineplex.com.

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For more information, photos or interviews, please contact:

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