



FOR IMMEDIATE RELEASE

André Rieu's 25th Anniversary Hometown Concert to play in Canadian cinemas

Filmed live in Maastricht, The Netherlands – don't miss this chance to see one of the world's most successful touring artists at your local Cineplex Entertainment theatre

Toronto, ON, (TSX: CGX) July 17, 2012 – Cineplex Entertainment's Front Row Centre Events today announced that it will bring *André Rieu's 25th Anniversary Hometown Concert*, filmed live in Maastricht, The Netherlands, to more than 60 theatres across Canada on Wednesday, July 25 and Saturday, July 28.

The 2012 Maastricht event marks the 25th anniversary of Rieu and his Johann Strauss Orchestra performing together. Performing highlights from the past 25 years, they will be joined by the incredible 150 piece Royal Choir Society, Maastrichter Staar.

Rieu, the renowned Dutch violinist and conductor, is one of the world's most successful touring artists. Each year, he performs a series of concerts in his hometown of Maastricht, The Netherlands. These concerts see thousands of fans come from all over the world to witness an incredible music event set against the dramatic backdrop of this beautiful Dutch town.

"It fills me with joy to share my hometown concert in Maastricht with all of my friends across Canada," said Rieu. "It will be a magical and special evening, celebrating 25 years of performing with my fantastic Johann Strauss Orchestra."

Known for his energetic and festive performances, and with more than 40 million albums sold, André Rieu is affectionately known as the 'King of Waltz' to his international audiences. In 2010, he sold more concert tickets than any other male artist internationally, beating the legendary Bruce Springsteen for the top spot.

Tickets for *André Rieu's 25th Anniversary Hometown Concert* are available now at participating theatre box offices, through the Cineplex Mobile Apps and online at cineplex.com/events (mobile site: m.cineplex.com). A complete list of participating theatres and showtimes is also available at cineplex.com/events.

About Cineplex Entertainment

Cineplex Inc. ("Cineplex") is the largest motion picture exhibitor in Canada and owns, leases or has a joint-venture interest in 134 theatres with 1,445 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.

About Front Row Centre Events

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. With the Metropolitan Opera's Live in HD series, Broadway productions, live broadcasts direct from the stage of London's National Theatre, Bolshoi Ballet performances, classic films, concerts, live sporting events and documentaries, Front Row Centre Events put you in the centre of the action on the big screen.

About CinemaLive

CinemaLive is one of the world's leading producers and distributors of premium alternative content for cinemas and big screen venues worldwide. Parent company, The Shooting Star Picture Company, has been producing high quality concerts and events for almost 20 years and has a reputation for quality and global excellence. HQ in the UK, CinemaLive delivers the very best music, cultural, comedy and family entertainment via satellite and hard drive to over 60 countries around the world.

- 30 -

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