



FOR IMMEDIATE RELEASE

Cineplex Magazine Expands Newspaper Distribution with Delivery in the Montreal Gazette and Vancouver Sun!

Toronto, ON, (TSX: CGX), January 30, 2012 – Cineplex Entertainment is pleased to announce that, in addition to distribution in 120 Cineplex Entertainment theatres nationwide, and in *The Globe and Mail* newspaper, *Cineplex Magazine* will now be delivered monthly in two Postmedia Network newspapers, the *Montreal Gazette* (89,704 copies per month) and *Vancouver Sun* (107,990 copies per month).

Cineplex Magazine has a total circulation of 700,000, making it the largest entertainment magazine in Canada. While the monthly glossy will continue to be Cineplex Entertainment's in-theatre magazine across the country, almost half of its circulation (316,423) will now be delivered via newspapers, strengthening both national and local advertising opportunities.

"Not only does *Cineplex Magazine* have the highest circulation of any entertainment magazine in Canada, but the increased newspaper distribution means we'll reach more Canadian homes every month," says publisher Salah Bachir. "We're very excited about this increased presence in Montreal and Vancouver."

The new distribution goes into effect with the February issue. *Montreal Gazette* subscribers can look forward to receiving the magazine as of Saturday, February 4th, and *Vancouver Sun* subscribers on Saturday, February 11th. *Cineplex Magazine* is already distributed through *The Globe and Mail* in Toronto (GTA), Montreal, Ottawa, Calgary and Vancouver.

Each issue of *Cineplex Magazine* features exclusive interviews with A-list stars, features about current and upcoming movies, actor profiles, casting news, red-carpet fashion, movie schedules, beautiful photographs and info about home entertainment.

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.

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