



**FOR IMMEDIATE RELEASE**

***Cineplex Magazine* and *Le magazine Cineplex* Now Available on Newsstand;  
Cineplex Mobile App Updated to Support Passbook**

Toronto, ON, December 12, 2012 (TSX: CGX) – *Cineplex Magazine* and *Le magazine Cineplex* are now available on Newsstand on the App Store. Cineplex readers can catch up on the latest movie news and enjoy exclusive interviews with Hollywood's hottest stars on their iPhone, iPad or iPod touch.

The existing Cineplex Mobile App has also been updated to support the new Passbook feature in iOS 6, as well as integrate the new *Cineplex Magazine* and *Le magazine Cineplex*.

The *Cineplex Magazine* and *Le magazine Cineplex* apps allow users to view the print publication in its entirety, with a number of added features. These include the ability to:

- Access content and photos not included in the print version
- Watch movie trailers and purchase movie tickets
- Connect to Cineplex.com to access film and actor databases
- Share content on Facebook and Twitter

In the Cineplex Mobile App, users can now purchase movie tickets and store them in Passbook. When they approach the movie theatre, their ticket will automatically appear on the Lock Screen on their iPhone or iPod touch, making it even easier to bypass the lines. In addition, users can also add their Cineplex SCENE card to Passbook and redeem it when making purchases at the theatre.

“Making Cineplex Magazine available on Newsstand adds another dimension and reach to the Cineplex Entertainment experience, while Passbook offers ease and convenience to the movie-goer.” said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. “By offering new mobile and digital experiences, we continue to strive to be Canada's premiere destination for all things movie-related.”

The Cineplex Magazine and Le magazine Cineplex apps are available for free from the App Store on iPhone, iPad and iPod touch or at [www.itunes.ca/appstore](http://www.itunes.ca/appstore). The annual subscription is free and new issues will be delivered automatically to a user's Newsstand each month.

The Cineplex Mobile App is available for free from the App Store on iPhone and iPod touch or at [www.itunes.ca/appstore](http://www.itunes.ca/appstore).

**About Cineplex Entertainment:**

Cineplex Inc. (“Cineplex”) is one of Canada’s leading entertainment companies and operates one of the most modern and fully digitized motion picture theatre circuits in the world. A top-tier Canadian brand, Cineplex operates numerous businesses including theatrical exhibition, food services, gaming, alternative programming (Front Row Centre Events), Cineplex Media, Cineplex Digital Solutions and the online sale of home entertainment content through CineplexStore.com and on apps embedded in various electronic devices. Cineplex is also a joint venture partner in SCENE – Canada’s largest entertainment loyalty program.

Cineplex is headquartered in Toronto, Canada, and operates 133 theatres with 1,437 screens from British Columbia to Quebec, serving approximately 70 million guests annually through the following theatre brands: Cineplex Odeon, SilverCity, Galaxy Cinemas, Colossus, Coliseum, Scotiabank Theatres, Cineplex VIP Cinemas, Famous Players and Cinema City. Cineplex also owns and operates the UltraAVX, Poptopia, and Outtakes brands. Cineplex trades on the Toronto Stock Exchange under the symbol CGX. More information is available at [cineplex.com](http://cineplex.com).

-30-

**For information, interviews or photos please contact:**

Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment  
416-323-6648, [pat.marshall@cineplex.com](mailto:pat.marshall@cineplex.com)

Mike Langdon, Director, Communications, Cineplex Entertainment  
416-323-6728, [mike.langdon@cineplex.com](mailto:mike.langdon@cineplex.com)