



FOR IMMEDIATE RELEASE

**Cineplex Entertainment Hosts Community Day at
*Cineplex Odeon Windermere and VIP Cinemas to Support the Starlight Children's Foundation***
Guests enjoy FREE movies and more on the morning of Saturday, April 28, 2012

Toronto, ON, April 26, 2012, (TSX: CGX) – Cineplex Entertainment will host a special Community Day at *Cineplex Odeon Windermere and VIP Cinemas* on Saturday morning, April 28, 2012 beginning at 8:30 a.m. To celebrate the opening of Edmonton's newest entertainment destination, guests are invited to the theatre to enjoy a morning of free movies and discounted popcorn and soft drinks. Regular-sized popcorn and soft drinks will be available at a special reduced price of \$2 each with 100% of the proceeds of these concession items being donated to the Starlight Children's Foundation.

"Community Day is a great way to enjoy a free movie at our beautiful new theatre and support the Starlight Children's Foundation," said Pat Marshall, Vice President Communications and Investor Relations, Cineplex Entertainment. "We look forward to welcoming the great residents of Edmonton to help raise money and awareness for a very worthwhile organization like the Starlight Children's Foundation."

The Community Day movie schedule on Saturday, April 28, 2012 includes:

9:00 a.m. – *The Adventures of Tin Tin* (3D)
9:15 a.m. – *Alvin and the Chipmunks: Chipwrecked!*
9:30 a.m. – *Mission Impossible: Ghost Protocol*
9:45 a.m. – *Puss in Boots* (3D)
10:00 a.m. – *Smurfs*

Free admission and discounted concession items are available for the morning event. Seating is limited on a first-come first-serve basis.

Cineplex Odeon Windermere and VIP Cinemas is a brand new 11 screen, 49,000 square foot state-of-the-art theatre featuring seven traditional auditoriums, one UltraAVX™ auditorium, a VIP lounge and three VIP Cinema auditoriums – the first VIP Cinemas to be offered in Alberta. The theatre is located at 6151 Currents Drive NW in the *Currents of Windermere*.

About Cineplex Entertainment:

Cineplex Inc. ("Cineplex") is the largest motion picture exhibitor in Canada and owns leases or has a joint-venture interest in 131 theatres with 1,363 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.

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