



FOR IMMEDIATE RELEASE

Cineplex Entertainment brings live 3D broadcast of Wimbledon men's final to participating theatres

Toronto, ON, (TSX: CGX) – July 3, 2012 – Attention tennis fans: What better way to watch the Wimbledon Championships than a live, high-definition, 3D broadcast on the big screen at your local Cineplex Entertainment movie theatre?

Cineplex Entertainment's Front Row Centre Events, SuperVision Media and Sony Digital Cinema today announced plans to broadcast the world's premier tennis championship at select theatres across Canada on Sunday, July 8, 2012, at 9:00 a.m. EDT, 8:00 a.m. CDT, 7:00 a.m. MDT, 6:00 a.m. PDT.

"This is our second year showing the Wimbledon men's final and last year's event drew rave reviews from thousands of tennis fans across Canada," said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. "The only better way to experience Wimbledon is to be there live."

Tickets are available at participating theatre box offices, through the Cineplex Mobile Apps and online at www.cineplex.com/events (mobile site: m.cineplex.com). Group rates are also available. For more information, call 1-800-313-4461 or email corporatesales@cineplex.com.

Wimbledon, live in high-definition 3D, can be seen at the following Cineplex Entertainment theatres:

BRITISH COLUMBIA

Langley

Colossus Langley Cinemas, 20090 91A Avenue

Vancouver

Scotiabank Theatre Vancouver, 900 Burrard Street

Victoria

SilverCity Victoria Cinemas, 3130 Tillicum Road

ALBERTA

Calgary

Scotiabank Theatre Chinook, 6455 Macleod Trail SW

Edmonton

Cineplex Odeon South Edmonton Cinemas, 1525-99th Street NW

Scotiabank Theatre Edmonton, 8882-170 Street

SASKATCHEWAN

Regina

Galaxy Cinemas Regina, 420 McCarthy Boulevard N

Saskatoon

Galaxy Cinemas Saskatoon, 347 2nd Avenue

MANITOBA

Winnipeg

SilverCity Polo Park Cinemas, 817 St. James Street

ONTARIO

Ancaster

SilverCity Ancaster Cinemas, 771 Golf Links Road

Burlington

SilverCity Burlington Cinemas, 1250 Brant Street

Collingwood

Galaxy Cinemas Collingwood, 6 Mountain Road

Guelph

Galaxy Cinemas Guelph, 485 Woodlawn Road W

Kingston

Cineplex Odeon Gardiners Road Cinemas, 626 Gardiners Road

London

SilverCity London Cinemas, 1680 Richmond Street

Mississauga

SilverCity Mississauga Cinemas, 3055 Vega Boulevard

Newmarket

SilverCity Newmarket Cinemas and XSCAPE Entertainment Centre, 18151 Yonge Street

Niagara Falls

Cineplex Odeon Niagara Square Cinemas, 7555 Montrose Road

Oshawa

Cineplex Odeon Oshawa Cinemas, 1351 Grandview Street N

Ottawa

Coliseum Ottawa Cinemas, 3090 Carling Avenue

SilverCity Gloucester Cinemas, 2385 City Park Drive

Peterborough

Galaxy Cinemas Peterborough, 320 Water Street

Sudbury

SilverCity Sudbury Cinemas, 355 Barrydowne Road

Thunder Bay

SilverCity Thunder Bay Cinemas, 850 North May Street

Toronto

Cineplex Odeon Queensway Cinemas, 1025 The Queensway

Cineplex Odeon Sheppard Cinemas, 4861 Yonge Street

Coliseum Scarborough Cinemas, 300 Borough Drive

Scotiabank Theatre Toronto, 259 Richmond Street W

Vaughan

Colossus Vaughan Cinemas, 3555 Highway 7 W

Windsor

Cineplex Odeon Devonshire Mall Cinemas, 3100 Howard Avenue

QUEBEC

Brossard

Cineplex Odeon Brossard Cinemas, 9350 boul. Leduc

Kirkland

Coliseum Kirkland Cinemas, 3200 rue Jean Yves

Montreal

Scotiabank Theatre Montreal, 977 rue Ste-Catherine O

Starcité Montreal Cinemas, 4825 ave. Pierre de Coubertin

Ste.Foy

Cineplex Odeon Ste. Foy Cinemas, 1200 boul. Duplessis

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 1,359 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 (FRC)

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 SuperVision Media

SuperVision Media is a groundbreaking distributor of world-class theatrical content to cinema audiences around the globe. SuperVision offer a new and revolutionary way to experience exclusive events on the big screen, LIVE in 2D, HD and 3D. Supervision's slate of content covers the biggest sporting events, musicals, adaptations of best-selling shows and opera. Clients include Formula One, FIFA, ESPN, BBC and SONY.

-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

Mike Langdon, Director, Communications, Cineplex Entertainment,
416-323-6728, mike.langdon@cineplex.com