



FOR IMMEDIATE RELEASE

Canadian women, men not on the same page about movies

Genders come together at the concession stand for a chance to win *Your Name in Lights*

Toronto, ON, July 30, 2012 (TSX: CGX) – Canadian men and women may agree that July’s scorching temperatures have been too hot to handle, but a survey of moviegoers tell us they have very different ideas about how they’d like to spend these steamy days and nights.

Asked by Cineplex Entertainment to name the movie that best represents their ideal summer, 40 per cent of women chose the romance of *Dirty Dancing*. Men, on the other hand, favoured the debauchery of *American Pie* (26 per cent).

“It’s hard to imagine two more starkly different visions for how to spend your summer,” said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. “It makes you wonder just how much our movie memories can tell us about what we want from life.”

***Your Name in Lights* Contest**

One area the genders did come together is at the concession stand. Nearly identical numbers of men (58 per cent) and women (59 per cent) identified themselves as frequent purchasers of popcorn on trips to the movie theatre.

The timing of this revelation couldn’t be better, thanks to Cineplex Entertainment’s *Your Name in Lights* contest. Until September 16, 2012 (while supplies last), Cineplex guests purchasing a large popcorn or soft drink can peel a tab and collect for a chance to win a Cineplex auditorium re-named in their honour for one year. The grand prize also includes a red carpet premiere at the winner’s auditorium and free movies for a year. For more information about the thousands of contest prizes available, visit Cineplex.com/100Years.

Other interesting findings:

- **Favourite movie genre:**
 - Women: Romantic comedy (24 per cent)
 - Men: Comedy (20 per cent); thriller or suspense (20 per cent)

- **Most anticipated movie of the year:**
 - Women: *The Twilight Saga: Breaking Dawn: Part 2* (20 per cent)
 - Men: *James Bond: Skyfall* (27 per cent)

- **Favourite movie quotes:**
 - Women: *Forrest Gump's* "Life is like a box of chocolates. You never know what you're gonna get." (32 per cent)
 - Men: "...Bond. James Bond." (20 per cent)

- **Best on-screen kiss:**
 - Women: Patrick Swayze and Demi Moore in *Ghost*. (23 per cent)
 - Men: *Ghost* (21 per cent), but also a nod to *Spider-Man* (20 per cent).

- **Best love story:**
 - Women: *The Notebook* (30 per cent)
 - Men: *Ghost* (29 per cent)

As part of its celebration of 100 Years of Movie Memories, throughout 2012 Cineplex Entertainment and Ipsos Reid will release monthly facts and figures about Canadians' interpersonal relationships with the movies. Share your memories at cineplex.com/moment.

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.

Methodology:

These are some of the findings from an Ipsos Reid survey. A sample of 4,009 adults from Ipsos' Canadian online panel were interviewed online. Individuals were disqualified if they didn't watch any movies in the course of a month. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-1.5 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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