



FOR IMMEDIATE RELEASE

Cineplex to Offer UltraAVX™ in 12 Additional Theatres Across Canada

Wall-to-wall screens, 7.1 Dolby sound systems, 4K digital projection and reserved seats

Toronto, ON, (TSX: CGX), January 26, 2012 - Cineplex Entertainment today announced 12 new UltraAVX auditoriums will open across Canada in time for the summer's hottest blockbusters. Due to popular demand, Cineplex will expand the number of premium UltraAVX auditoriums to 35 locations.

With the sharpest picture, powerful digital surround sound system and reserved seating, UltraAVX provides guests with a truly immersive movie-going experience. UltraAVX features wall-to-wall screens that are significantly larger on average than our traditional screens. Christie Solaria™ Series 4230 DLP Cinema® projectors provide a superior digital presentation projecting super bright, crystal clear images onto the big screen. The system is further enhanced with the addition of RealD 3D technology enabling the presentation of the latest 3D movies. Complementing the stunning on-screen picture from these new 4K projectors is a superb 7.1 Dolby digital surround sound system that envelops the audience and takes the cinema experience to a whole new level. Guests will enjoy the super comfy high-back rocker seats. Because all seats are reserved, guests can select the specific seat(s) they want in the auditorium when they purchase their tickets.

“UltraAVX has been a runaway hit with our guests,” said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. “When movie-goers heard we introduced reserved seating in a theatre that featured an exceptional picture and a dynamic sound system we were inundated with requests to expand the number of locations that offer UltraAVX. The combination of big picture and big sound immerses you in the onscreen action. With UltraAVX you don’t just watch the movie anymore, you *feel* it!”

Each of these UltraAVX auditoriums will feature Christie Solaria™ Series 4200 DLP Cinema® projectors. The Christie CP4200 platform is the only superior 4K DLP® solution providing the world’s most brilliant 3D images using their trademarked Brilliant3D™ technology for high performance 3D. These projectors provide the most robust 4K DLP Cinema® solution available today displaying every pixel as the director intended for optimal image quality.

There are currently 23 UltraAVX auditoriums located across Canada. Each of the auditoriums currently feature Christie Solaria™ Series 2200 DLP Cinema® projectors and will now be upgraded to the larger and more powerful 4200 Series projectors.

Tickets for UltraAVX can be purchased at participating theatre box offices, online free of charge at www.cineplex.com or through the Cineplex Mobile site at m.cineplex.com

UltraAVX will be added to the following theatres in time for the summer blockbusters:

British Columbia:

SilverCity Riverport Cinemas
Scotiabank Theatre Vancouver
Colossus Langley Cinemas

Ontario:

SilverCity Yonge-Eglinton Cinemas
Cineplex Odeon Eglinton Town Centre Cinemas
SilverCity Sudbury Cinemas
Cineplex Odeon Gardiners Road Cinemas
SilverCity Newmarket Cinemas and XSCAPE Entertainment Centre

Quebec:

Cineplex Odeon Ste. Foy Cinemas
StarCité Gatineau Cinemas
Coliseum Kirkland Cinemas
StarCité Montreal Cinemas

For more information or to purchase tickets online, please visit www.cineplex.com

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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