



FOR IMMEDIATE RELEASE

New IMAX® Theatre at *SilverCity Victoria Cinemas* Opens December 16th

Media and select SCENE members invited to an advance presentation December 14th

Toronto, ON, (TSX: CGX), December 12, 2011 – Cineplex Entertainment today announced the new IMAX® theatre at *SilverCity Victoria Cinemas* will open on Friday, December 16, 2011. A special promotional presentation of *Mission: Impossible - Ghost Protocol* The IMAX Experience will be held on December 14th at 7 p.m. for invited guests.

“Guests have embraced IMAX’s immersive format and we are so pleased that Victoria residents will now be able to experience IMAX at SilverCity Victoria,” said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. “Our new IMAX theatre at SilverCity Victoria features brand new seats, screen, sound system and digital IMAX projection system so guests can fully enjoy The IMAX Experience.”

The IMAX Experience® combines crystal-clear images, powerful digital sound and customized theatre geometry to create a uniquely immersive movie experience. The IMAX Theatre at *SilverCity Victoria Cinemas* has been designed for use in a multiplex setting. To maximize the field of view in the modified auditorium, the screen was replaced with a larger, slightly curved and specially treated IMAX screen positioned closer to the audience.

IMAX’s digital projection system combines two digital projectors with IMAX’s proprietary image enhancer and custom lenses to create an image with greater clarity, brightness and contrast. The images on screen are complemented by IMAX’s latest sound system, which features its proprietary loudspeaker technology and uncompressed digital sound.

Media are invited to attend the opening of the IMAX theatre at *SilverCity Victoria Cinemas* on Wednesday, December 14th at 7 p.m. however, only confirmed media will be given entry to the event. To confirm attendance, please contact Kyle Moffatt at Cineplex Entertainment.

Tickets for IMAX and traditional presentations can be purchased at the theatre box office, through the Cineplex Mobile Apps and online at www.cineplex.com or our mobile site m.cineplex.com.

About *Mission Impossible - Ghost Protocol*

This holiday season, two-time Academy Award®-winner Brad Bird directs, with producers Tom Cruise and J.J. Abrams, the action-packed spy adventure *Mission: Impossible - Ghost Protocol*.

Blamed for the terrorist bombing of the Kremlin, IMF operative Ethan Hunt is disavowed along with the rest of the agency when the President initiates "Ghost Protocol." Left without any resources or backup, Ethan must find a way to clear his agency's name and prevent another attack. To complicate matters further, Ethan is forced to embark on this mission with a team of fellow IMF fugitives whose personal motives he does not fully know.

Tom Cruise returns in the starring role as Ethan Hunt and is joined by an international cast that includes Jeremy Renner, Simon Pegg, Paula Patton, Michael Nyqvist, Vladimir Mashkov, Josh Holloway, Anil Kapoor and Léa Seydoux.

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.

About IMAX Corporation

IMAX Corporation is one of the world's leading entertainment and technology companies, specializing in the creation and delivery of premium, awe-inspiring entertainment experiences. With a growing suite of cutting-edge motion picture and sound technologies, and a globally recognized entertainment brand, IMAX is singularly situated at the convergence of the entertainment industry, innovation and the digital media world. The industry's top filmmakers and studios are utilizing IMAX theatres to connect with audiences in extraordinary ways, and as such, the IMAX network is among the most important and successful theatrical distribution platforms for major event films around the globe. The Company's new digital projection and sound systems - combined with a growing blockbuster film slate - are fueling the rapid expansion of the IMAX network in established markets such as North America, Western Europe, and Japan, as well as emerging markets such as China and Russia. IMAX theaters deliver the world's best cinematic presentations using proprietary IMAX®, IMAX® 3D, and IMAX DMR® (Digital Re-Mastering) technologies. IMAX DMR enables virtually any motion picture to be transformed into the unparalleled image and sound quality of The IMAX Experience®.

IMAX is headquartered in New York, Toronto and Los Angeles, with offices in London, Tokyo, Shanghai and Beijing. As of September 30, 2011, there were 583 IMAX theatres (441 commercial multiplex, 23 commercial destination and 119 institutional) operating in 48 countries.

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