



Cineplex Hosts First-Ever National Community Day in Support of the Starlight Children's Foundation

Special morning event will feature free movies for the whole family

Toronto, ON, (TSX: CGX), October 17, 2011 – Cineplex Entertainment is very pleased to announce it will host its first-ever National Community Day on Saturday, October 22, 2011. Guests are invited to all Cineplex theatres on the morning of October 22nd to enjoy a **free** movie and discounted popcorn, soft drinks and select candy items. This year's specially designed Starlight pin will also be available for guests to purchase during the event. All proceeds from these initiatives will be donated to the Starlight Children's Foundation.

"We are extremely proud to host our first-ever National Community Day in our theatres to support the Starlight Children's Foundation. We hope our guests will join us for what is sure to be a very fun family-friendly morning," said Pat Marshall, Vice President Communications and Investor Relations, Cineplex Entertainment. "The generosity of our guests and Community Day partners will no doubt make this event a big success and help brighten the lives of some very deserving recipients."

The Starlight Children's Foundation is a national, non-profit organization that strives to improve the quality of life for seriously ill children and their families. They provide entertainment, education and other family activities to help these children cope with the pain, fear and isolation of an illness.

Community Day will feature free movies and specially discounted concession items. Regular-sized popcorn and soft drinks as well as select candy items will be sold at the reduced price of \$2 each. The specially designed Starlight pin, available for purchase exclusively at Cineplex theatres, will also be sold for \$2. All proceeds from these sales will be donated to the Starlight Children's Foundation.

Special thanks to Warner Bros. Pictures Canada who graciously donated the movies that will play on Community Day and to Mars and Wrigley Canada for donating a portion of the candy.

Cineplex staff, from cast members to Home and Regional Office employees, will volunteer their time at theatres across the country to help make this event a great success.

A complete listing of movies and showtimes for your local theatre can be found at www.cineplex.com/starlight. Seating for each movie is limited and available on a first come, first served basis. Theatres will open their doors to guests at 8:30 a.m. and movies will begin at 9:00 a.m.

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 1,351 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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