



Cineplex to Present at the 2011 Credit Suisse Global Media & Communications Convergence Conference, Deutsche Bank 2011 Media and Telecommunications Conference, and the Gabelli & Co Movie Conference

TORONTO, CANADA, March 2, 2011 (TSX: CGX) – Cineplex Inc., the largest motion picture exhibitor in Canada, today announced its participation in the following media conferences:

2011 Credit Suisse Global Media & Communications Convergence Conference

Mandarin Oriental - Miami, Florida

March 8, 2011 @ 1:15 PM ET

Deutsche Bank 2011 Media and Telecommunications Conference

The Breakers Hotel - Palm Beach, FL

March 9, 2011 @ 10:50 AM ET

Gabelli & Company 3rd Annual Digital Cinema & Movie Conference

The Grand Hyatt, Manhattan Ballroom – New York, NY

March 17, 2011 @ 9:00 AM ET

About Cineplex Inc.

Cineplex Inc. ("Cineplex") is the largest motion picture exhibitor in Canada and owns, leases or has a joint-venture interest in 132 theatres with 1,366 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". The Debentures are listed on the TSX under the symbol "CGX.DB". For more information, visit www.cineplex.com.

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