



FOR IMMEDIATE RELEASE

Time Capsule to be Unveiled to Celebrate New Galaxy Cinemas Chatham

Media are invited to attend at 1:00 pm today

Toronto, ON, (TSX: CGX), August 16, 2011 – Chatham-Kent Mayor Randy Hope and Cineplex Entertainment Chief Operating Officer Dan McGrath will unveil a time capsule to celebrate the new *Galaxy Cinemas Chatham* at a ceremony on the construction site at 1:00 p.m. today. Scheduled to open later this year, this brand new \$5 million, 26,000 square foot theatre will feature more than 1,350 seats across seven auditoriums of various sizes.

“The residents of Chatham-Kent are long overdue for a new state-of-the-art movie theatre and we are delighted to bring the Cineplex experience to this great community,” said Dan McGrath, Chief Operating Officer, Cineplex Entertainment. “Guests will be able to enjoy a whole new movie-going experience with stunning digital imagery, 3D movies, dynamic surround sound, and a whole lot more.”

“We are very pleased to welcome Cineplex Entertainment to Chatham-Kent,” said Randy Hope, Mayor, Municipality of Chatham-Kent. “In addition to gaining a brand new entertainment destination for our residents and visitors to Chatham-Kent, we are adding a great new employer as the theatre will create 55 permanent theatre jobs and 150 new construction jobs.”

Galaxy Cinemas Chatham will be an all-digital theatre utilizing the latest in digital projection and sound technology. Digital projection systems provide the crispest imagery and sharpest onscreen pictures. The theatre will be equipped with RealD 3D technology enabling guests to experience the latest Hollywood movies. Wall to wall screens, Dolby digital surround sound systems and high-back rocker seats set the stage for guests to be immersed in the action on screen.

Traditional movie fare such as popcorn, candy and soft drinks will be offered at the theatre concessions area. *Outtakes*, which will offer a selection of hot foods including burgers, hot dogs fries and more, will also be available. Guests looking for something a little different can enjoy *TCBY* frozen yogurt or *Far Coast* specialty coffees and teas.

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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For further information, please contact:

Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment,
416-323-6648, pat.marshall@cineplex.com

Kyle Moffatt, Director, Communications, Cineplex Entertainment,
416-323-6728, kyle.moffatt@cineplex.com