



**For Immediate Release**

**Cineplex Entertainment supports flood relief efforts, hosts  
*Community Day at SilverCity Thunder Bay***

*Guests can enjoy FREE movies on the morning of Saturday, July 14, 2012*

Toronto, ON, (TSX: CGX) July 9, 2012 – Cineplex Entertainment today announced it will host a special *Community Day at SilverCity Thunder Bay Cinemas* on Saturday, July 14, 2012, beginning at 8:30 a.m.

The morning event will feature free movies and discounted popcorn and soft drinks, with proceeds from these concession items donated to the Canadian Red Cross in support of local flood relief.

“At Cineplex, we take pride in giving back to the communities in which we do business,” said Pat Marshall, Vice President Communications and Investor Relations, Cineplex Entertainment. “This is our chance to support the residents of Thunder Bay at a time of need in the community.”

On the morning of Saturday, July 14, 2012, Cineplex invites Thunder Bay residents to enjoy a selection of FREE movies and specially discounted items at the concession stand. Regular-sized popcorn and regular-sized fountain drinks will be available at a reduced price of \$2 each, with 100 per cent of proceeds from these concession items donated to Canadian Red Cross flood relief efforts in Thunder Bay.

“The Canadian Red Cross is grateful to Cineplex Entertainment for its support,” said Rob Kilgour, manager of the Thunder Bay Red Cross branch. “Many families were affected by the severe flooding in Thunder Bay and proceeds from this event will directly support local recovery efforts.”

The FREE movie schedule for *Community Day* on Saturday, July 14, 2012, at *SilverCity Thunder Bay Cinemas* includes:

9:00 a.m. – *Alvin and the Chipmunks: Chipwrecked!*

9:15 a.m. – *Mission Impossible: Ghost Protocol*

9:30 a.m. – *Puss in Boots 3D*

9:45 a.m. – *The Smurfs 3D*

All movies are free of charge and seats are available on a first-come first-served basis.

**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 1,359 screens serving approximately 66 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](http://www.cineplex.com).

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