



FOR IMMEDIATE RELEASE

Canadians' favourite school teaches witchcraft and wizardry

Harry Potter's Hogwarts named Canadians' favourite fictional school

Toronto, ON, August 28, 2012 (TSX: CGX) – History and math classes would take a back seat to flying and alchemy if Canadians had their way this school year.

The results of a survey released today by Cineplex Entertainment and Ipsos Reid found that 41 per cent of Canadians chose *Harry Potter's* Hogwarts School of Witchcraft and Wizardry as the fictional school they most want to attend.

Other top choices selected from a list of famous fictional schools include *Fame's* New York High School of the Performing Arts (17 per cent), *The Breakfast Club's* Sherman High School (12 per cent) and *Dead Poets Society's* Welton Academy (11 per cent).

"Witchcraft and wizardry have a certain appeal," said Pat Marshall, Vice President, Communications and Investor Relations. "And it's easy to understand how learning to fly a broom would trump a stuffy English lesson with Robin Williams' Professor Keating."

With high school homecomings just around the corner, the survey also found Canadians have some interesting ideas about their ideal fantasy dates for get-togethers with old high school friends.

Asked to select from a list of Hollywood's hottest actors, 26 per cent of female respondents chose George Clooney as their ideal high school reunion date. Johnny Depp was runner-up, receiving 20 per cent of the vote.

Among men, Team Jen (18 per cent) trumped Team Angelina (13 per cent), as Jennifer Aniston was named Canadian men's top choice as their fantasy high school reunion date.

Students looking to curry favour with teachers for the upcoming school year should mark September 25 on their calendars – the official release date of *The Avengers* on Blu-ray. SCENE members purchasing through the Cineplex Store (www.cineplexstore.com) earn 1,000 SCENE points with their purchase.

About Cineplex Entertainment:

Cineplex Inc. ("Cineplex") is the largest motion picture exhibitor in Canada and owns, leases or has a joint-venture interest in 134 theatres with 1,445 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.

Methodology:

These are some of the findings from an Ipsos Reid survey conducted in February 2012. A sample of 4,009 adults from Ipsos' Canadian online panel were interviewed online. Individuals were disqualified if they didn't watch any movies in the course of a month. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-1.5 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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