



**FOR IMMEDIATE RELEASE**

## **Cineplex Entertainment Announces New Theatre for Guelph, Ontario**

*Digital projection, UltraAVX™, 3D among the features to be included*

Toronto, ON, (TSX: CGX), October 4, 2011 – Cineplex Entertainment today announced plans to build a new movie theatre in the south end of Guelph, Ontario. The 31,000 square foot *Galaxy Cinemas* at Pergola Commons will feature eight auditoriums and approximately 1,600 stadium seats. Located in the Pergola Commons development at Gordon Street and Clair Road, the theatre is scheduled to open in 2012.

“The residents of Guelph have been great supporters of Cineplex since we opened our first Galaxy Cinemas in the city in 2004,” said Ellis Jacob, President and Chief Executive Officer, Cineplex Entertainment. “The tremendous growth and expansion in the south end of Guelph has allowed us to open a second location to connect with more guests in the city.”

“A new Cineplex theatre in the Pergola Commons is a welcome addition to the development,” said Evan Williams, Managing Director of Leasing, Central Canada, First Capital Realty. “Residents will no doubt flock to the new movie theatre as Cineplex has a reputation for building state-of-the-art entertainment destinations.”

*Galaxy Cinemas* at Pergola Commons will also feature UltraAVX, a premium audio visual experience which guests across Canada continue to rave about. UltraAVX auditoriums feature significantly larger screens than our traditional screens, a superb digital surround sound system utilizing the latest in Dolby digital sound technology, reserved seating and high-back rocker seats.

The theatre will feature Christie digital projection technology in all auditoriums allowing guests to enjoy brilliant onscreen imagery. Four screens will be equipped with RealD 3D technology so the latest Hollywood movies can be enjoyed in 3D.

In addition to traditional movie theatre concessions, a variety of hot food selections from *Outtakes* will also be available as well as *Yogen Fruz* frozen yogurt. For added entertainment, *Galaxy Cinemas* at Pergola Commons will feature video redemption and electronic games for guests of all ages to enjoy.

First Capital Realty is dedicated to developing Pergola Commons to Leadership in Energy and Environmental Design (LEED®) certification standards. To meet such requirements, the approach throughout the design and construction will be to minimize the environmental impact of the building process and to optimize energy efficiencies.

### **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](http://www.cineplex.com).

-30-

**For information, interviews or photos please contact:**

Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment,  
416-323-6648, [pat.marshall@cineplex.com](mailto:pat.marshall@cineplex.com)

Kyle Moffatt, Director, Communications, Cineplex Entertainment,  
416-323-6728, [kyle.moffatt@cineplex.com](mailto:kyle.moffatt@cineplex.com)