



THE GREAT DIGITAL™ FILM FESTIVAL

FOR IMMEDIATE RELEASE

Fan favorite films from *Back to the Future* to *Jurassic Park* return to the big screen.

The Great Digital Film Festival Expands to 13 locations in its third consecutive year.

Tickets are only \$5.99 or less!

Toronto, ON, (TSX: CGX), January 19, 2012 - Cineplex Entertainment, via our *Front Row Centre Events*, is pleased to announce the return of *The Great Digital Film Festival* on Friday, February 3, 2012 and runs until Thursday, February, 9, 2012. A collection of 18 movies will be brought back to the big screen for guests to enjoy during the week-long all digital film festival.

“This is the third year of *The Great Digital Film Festival* and due to overwhelming guest feedback, we are expanding the festival to seven additional theatres across Canada,” said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. “People love seeing the great movies back on the big screen. For many, it is the first time they have seen some of these fan favorite films on the big screen and for others, they love the opportunity to experience them again the way the filmmakers intended.”

Marty McFly returns as we present the *Back to The Future* trilogy. This year those in attendance will be treated to the world premiere of *Back to the Future on Bushnell Avenue* a short documentary about the infamous tree known as “the Peeping Tom Tree” which stands in the front yard of John McDonald, the documentary’s director. This is the story of that tree and the neighborhood fans who visit it.

General admission is only \$5.99 for one movie. Discounts are available when purchasing multiple tickets to the festival over the week. Advance tickets are now available at participating theatre box offices and online at www.cineplex.com/events or our mobile site m.cineplex.com. All movies are presented in crystal clear digital format which provides the best on screen picture and sound.

The Great Digital Film Festival 2012 will be offered at the following theatres.

Scotiabank Theatre Vancouver
Scotiabank Theatre Edmonton
SilverCity London Cinemas
Scotiabank Theatre Toronto
Coliseum Kirkland Cinemas

Colossus Langley Cinemas
Galaxy Cinemas Saskatoon
SilverCity Hamilton Cinemas
Coliseum Ottawa Cinemas

Scotiabank Theatre Chinook (Calgary)
SilverCity Polo Park Cinemas(Winnipeg)
Colossus Vaughan Cinemas
Scotiabank Theatre Montreal

The Great Digital Film Festival 2012 schedule includes:

Friday, February 3, 2012

The Terminator
Robocop
The Big Lebowski
Pulp Fiction
Scarface

Saturday, February 4, 2012

Stand By Me
Ferris Bueller’s Day Off
Sixteen Candles
Jurassic Park
Serenity

Sunday, February 5, 2012

Back To The Future
Back To The Future 2
Back To The Future 3
Spaceballs
Shaun of the Dead

Monday, February 6, 2012

Scarface
Pulp Fiction
Ferris Bueller's Day Off
Sixteen Candles

Tuesday, February 7, 2012

Jurassic Park
Serenity
iThree Amigos!
Airplane!

Wednesday, February 8, 2012

iThree Amigos!
Airplane!
Spaceballs
Stand By Me
Lost Boys

Thursday, February 9, 2012

Stand By Me
The Big Lebowski
The Terminator
Robocop

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 1,352 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.

About Front Row Centre Events (FRC)

Brought to you by Cineplex Entertainment, Front Row Centre Events bring world class entertainment to your local Cineplex Entertainment theatre and other participating locations! Presented in high-definition with digital surround sound, guests can experience the best in original one-night only and series-based programming. With the Metropolitan Opera's Live in HD series, Broadway productions, live broadcasts direct from the stage of London's National Theatre, Bolshoi Ballet performances, classic films, concerts, live sporting events and documentaries, Front Row Centre Events put you in the centre of the action on the big screen!

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For more information, photos or interviews, please contact:

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