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Roundabout Theatre Company's THE IMPORTANCE OF BEING EARNEST
Pictured (l-r): Sara Topham, David Furr, Brian Bedford
Photo credit: Joan Marcus, 2010

The Broadway Production of *The Importance of Being Earnest* To Be Shown at Participating Movie Theatres Across Canada

Two special presentations broadcast in high-definition

Toronto, ON, (TSX: CGX), April 28, 2011 – Cineplex Entertainment, via our *Front Row Centre Events* and BY Experience are pleased to announce the classic comedy from Oscar Wilde, *The Importance of Being Earnest* is coming to participating theatres in Canada on Thursday, June 2 at 7:00 p.m. (local time). A special encore presentation will be broadcast Saturday, June 25 at 1:00 p.m. (local time). The show was captured live, in high-definition at the American Airlines Theatre on Broadway in New York City.

“The Importance of Being Earnest has been enjoyed by audiences for years and now we are delighted to showcase the production on the big screen,” said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. “Captured live from the Broadway stage, this beloved theatrical production is not to be missed.”

The Importance of Being Earnest is a glorious comedy of mistaken identity, which ridicules codes of propriety and etiquette. Dashing men-about-town John Worthing and Algernon Moncrieff pursue fair ladies Gwendolen Fairfax and Cecily Cardew. Matters are complicated by the imaginary characters invented by both men to cover their on-the-sly activities – not to mention the disapproval of Gwendolen’s mother, the formidable Lady Bracknell.

The critically acclaimed Roundabout Theatre Company production of *The Importance of Being Earnest* is directed by and stars Brian Bedford. The cast also features Dana Ivey as “Miss Prism,” Paxton Whitehead as “Rev. Canon Chasuble,” Santino Fontana as “Algernon Moncrieff,” David Furr as “John Worthing,” Tim MacDonald as “Merriman,” Paul O’Brien as “Lane,” Charlotte Parry as “Cecily Cardew,” and Sara Topham as “Gwendolen Fairfax.” The design team includes Desmond Heeley (Sets & Costumes), Duane Schuler (Lights) and Drew Levy (Sound).

"The Roundabout Theatre Company's staging of *The Importance of Being Earnest* is the right play, at the right time, with the right company behind it to be filmed for cinema screens," says Julie Borchard-Young, BY Experience. "The great casting and critical raves make this production a 'must-see', yet theatre lovers can't always travel to New York to catch an engagement."

Advance tickets are now available at participating theatre box offices, through the Cineplex Mobile Apps and online at www.cineplex.com/events or our mobile site m.cineplex.com. A special rate is available for larger groups of 20 or more. Please contact Cineplex corporate sales at 1-800-313-4461 or via email at corporatesales@cineplex.com.

BRITISH COLUMBIA

Chilliwack

Galaxy Cinemas Chilliwack, 8249 Eagle Landing Parkway

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SilverCity Coquitlam Cinemas, 170 Schoolhouse Street

Duncan

Cowichan Theatre, 2687 James Street

Kamloops

Cineplex Odeon Aberdeen Mall Cinemas, 700-1320 Trans Canada Highway

Langley

Colossus Langley Cinemas, 20090 91A Avenue

Nanaimo

Galaxy Cinemas Nanaimo, 213-4750 Rutherford Road

Prince George

Famous Players 6 Cinemas, 172-1600 Fifth Avenue

Richmond

SilverCity Riverport Cinemas, 14211 Entertainment Way

Sechelt

Raven's Cry Theatre, 5559 Sunshine Coast Highway

Vancouver

EMPIRE Esplanade 6 Cinemas, 200 West Esplanade

Scotiabank Theatre Vancouver, 900 Burrard Street

Victoria

SilverCity Victoria Cinemas, 3130 Tillicum Road

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Cineplex Odeon Westhills Cinemas, 165 Stewart Green SW

Scotiabank Theatre Chinook, 6455 Macleod Trail SW

EMPIRE Studio 16 Country Hills, 300-388 Country Hills Blvd NE

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Cineplex Odeon South Edmonton Cinemas, 1525-99th Street NW

EMPIRE City Centre 9 Cinemas, 10200 102nd Avenue

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Galaxy Cinemas Lethbridge, 501-1st Avenue SW

MANITOBA**Winnipeg**

SilverCity Polo Park Cinemas, 817 St. James Street

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Galaxy Cinemas Regina, 420 McCarthy Boulevard N

Saskatoon

Galaxy Cinemas Saskatoon, 347 2nd Avenue

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Cineplex Odeon Ajax Cinemas, 248 Kingston Road

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SilverCity Ancaster Cinemas, 771 Golf Links Road

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Galaxy Cinemas Brantford, 300 King George Road

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Galaxy Cinemas Brockville, 2399 Parkedale Avenue

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SilverCity Burlington Cinemas, 1250 Brant Street

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Galaxy Cinemas Collingwood, 6 Mountain Road

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Galaxy Cinemas Cornwall, 1325 Second Street E

Guelph

Galaxy Cinemas Guelph, 485 Woodlawn Road W

Kingston

Cineplex Odeon Gardiners Road Cinemas, 626 Gardiners Road

Kitchener

EMPIRE Studio 12 Gateway Park, 135 Gateway Park Drive

London

Cineplex Odeon Westmount & VIP Cinemas, 755 Wonderland Road S

SilverCity London Cinemas, 1680 Richmond Street

Midland

Galaxy Cinemas Midland, 9226 County Road 93

Mississauga

SilverCity Mississauga Cinemas, 3055 Vega Boulevard

Empire Studio 10 at Square One, 100 City Centre Drive

Newmarket

SilverCity Newmarket Cinemas and XSCAPE Entertainment Centre, 18151 Yonge Street

Niagara Falls

Cineplex Odeon Niagara Square Cinemas, 7555 Montrose Road

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Galaxy Cinemas North Bay, 300 Lakeshore Drive

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SilverCity Oakville and VIP Cinemas, 3531 Wycroft Road

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Galaxy Cinemas Orangeville, 85 Fifth Avenue

Orillia

Galaxy Cinemas Orillia, 865 West Ridge Boulevard

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EMPIRE Theatres Orleans, 3752 Innes Road

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Cineplex Odeon Oshawa Cinemas, 1351 Grandview Street N

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Cineplex Odeon South Keys Cinemas, 2214 Bank Street

Coliseum Ottawa Cinemas, 3090 Carling Avenue

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Owen Sound

Galaxy Cinemas Owen Sound, 1020 10th Street

Peterborough

Galaxy Cinemas Peterborough, 320 Water Street

Picton

Regent, 224 Main Street

Richmond Hill

SilverCity Richmond Hill Cinemas, 8725 Yonge Street

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Galaxy Cinemas Sault Ste. Marie, 293 Bay Street

St. Catharines

EMPIRE Studio 8 Pen Centre, 221 Glendale Ave

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SilverCity Sudbury Cinemas, 355 Barrydowne Road

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SilverCity Thunder Bay Cinemas, 850 North May Street

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Cineplex Odeon Queensway Cinemas, 1025 The Queensway

Cineplex Odeon Sheppard Cinemas, 4861 Yonge Street

Cineplex Odeon Varsity and VIP Cinemas, 55 Bloor Street W

Coliseum Scarborough Cinemas, 300 Borough Drive

Scotiabank Theatre Toronto, 259 Richmond Street W

SilverCity Fairview Mall Cinemas, 1800 Sheppard Avenue E

SilverCity Yonge-Eglinton Cinemas, 2300 Yonge Street

Waterloo

Galaxy Cinemas Waterloo, 550 King Street N

Windsor

Cineplex Odeon Devonshire Mall Cinemas, 3100 Howard Avenue

QUEBEC

Brossard

Cineplex Odeon Brossard Cinemas, 9350 boul. Leduc

Gatineau

Starcity Gatineau Cinemas, 115 boul. Du Plateau

Kirkland

Coliseum Kirkland Cinemas, 3200 rue Jean Yves

Montreal

Cineplex Odeon Cavendish Mall Cinemas, 5800 boul. Cavendish

Scotiabank Theatre Montreal, 977 rue Ste-Catherine O

Sherbrooke

Galaxy Cinemas Sherbrooke, 4204 rue Bertrand

NEWFOUNDLAND

EMPIRE Studio 12, 48 Kenmount Road

NEW BRUNSWICK

EMPIRE Studio 10 Regent Mall, 1381 Regent Street

EMPIRE 8 Trinity Drive, 125 Trinity Drive

EMPIRE Studio 10, 175 McAllister Drive

NOVA SCOTIA

EMPIRE Dartmouth Crossing, 145 Shubie Drive

EMPIRE 18 Cinemas & IMAX Theatre - Bayers Lake, 190 Chain Lake Drive

EMPIRE Studio 10, 325 Prince Street

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EMPIRE Studio 8, 670 University Ave

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. From The Met: Live in HD and The National Theatre Live to concerts, live sporting events and documentaries, Front Row Centre Events put you in the centre of the action on the big screen!

About BY Experience

BY Experience is the pioneer of global live "alternative content" digital cinema events. Credits: Worldwide Distribution Representative of "The Met: Live in HD"; International (ex-UK) Distribution Representative of the British National Theatre's series "NT Live"; Co-Presenter with the New York Times of its speaker's series, "TimesTalksLIVE" (2009-10); BY Experience as Executive Producer for Cinema: "The Big Four: Metallica, Slayer, Megadeth, Anthrax" (June 2010), "This American Life - Live! with Ira Glass" (April 2008 and May 2009); "David Gilmour: Remember That Night - Live from the Royal Albert Hall" (September 2007); "David Bowie: Reality - Live & Interactive" (September 2003). Cinema Distributor of the "BBC Electric Proms: Robbie Williams" (October 2009) and "BBC Last Night of the Proms 2009" (September 2009); For more information, visit: www.byexperience.net.

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