



****MEDIA ADVISORY: Thursday, August 11, 2011****

WWE SummerSlam Cranks Up the Heat at Participating Cineplex Entertainment Theatres Live, in High-Definition on Sunday, August 14, 2011

WHAT: Three championship titles are up for grabs, one will unify the prestigious WWE Championship this Sunday. Cineplex Entertainment, via our *Front Row Centre Events*, is pleased to announce WWE SummerSlam will be broadcast live at participating Cineplex theatres across Canada on Sunday, August 14, 2011 at 8:00 p.m. EDT, 7:00 p.m. CDT, 6:00 p.m. MDT and 5:00 p.m. PDT live from the Staples Center in Los Angeles, CA.

Matches

WWE Champion John Cena vs. WWE Champion CM Punk in an Undisputed WWE Championship Match
World Heavyweight Champion Christian vs. Randy Orton in a No Holds Barred Match
WWE Divas Champion Kelly Kelly vs. Beth Phoenix

WHEN: Sunday, August 14, 2011 at 8:00 p.m. EDT, 7:00 p.m. CDT, 6:00 p.m. MDT and 5:00 p.m. PDT

WHERE: 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.

The following 2011 WWE events will be shown live at select Cineplex Entertainment theatres:

WWE Night of Champions	September 18, 2011
WWE Hell in the Cell	October 2, 2011
WWE Vengeance (formerly Bragging Rights)	October 23, 2011
WWE Survivor Series	November 20, 2011
WWE TLC: Tables, Ladders & Chairs	December 18, 2011

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For more information, photos or interviews, please contact:

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