



FOR IMMEDIATE RELEASE

***Galaxy Cinemas Chatham* Opens Friday, December 9th**

Toronto, ON, (TSX: CGX), December 2, 2011 – On Friday, December 9th, Cineplex Entertainment will open the doors of *Galaxy Cinemas Chatham*, the city's newest entertainment destination. The seven-screen, 26,000 square foot *Galaxy Cinemas Chatham* is a state-of-the-art theatre that will offer the latest Hollywood and Canadian movies and a range of entertainment from our *Front Row Centre Events*. The box office will open at 3:00 p.m. with movies beginning approximately 30 minutes later and throughout the day and evening.

"Cineplex has completely changed the moving-going experience for Chatham-Kent residents with the opening of our new theatre," said Pat Marshall, Vice President, Communications and Investor Relations. "Out with the old 'theatre' and in with the new. The new theatre will present movies the way they are supposed to be seen – on big screens with great Dolby digital surround sound."

All auditoriums will utilize Christie DLP Cinema™ projectors which produce the crispest imagery and sharpest picture onscreen. Three auditoriums will be equipped with RealD 3D technology allowing guests to experience the latest 3D movies.

Galaxy Cinemas Chatham will feature 1,350 all stadium rocker seats (each seat row is approximately 18" higher than the previous row) with ample legroom; big screens and Dolby digital surround sound. Traditional movie fare such as popcorn, candy and soft drinks will be offered at the concessions. Cineplex's *Outtakes* will offer burgers, hot dogs, waffle fries, calzone and pretzels for guests to enjoy. Frozen yogurt from The Country's Best Yogurt (*TCBY*) will also be available.

Front Row Centre Events will offer exclusive events in high-definition with Dolby digital surround sound. *The Met Live in HD Series* will be the first *Front Row Centre Events* program presented at the new theatre.

Residents will want to join SCENE as this free program allows members to earn and redeem points on transactions at any Cineplex theatre which can be used towards a variety of rewards including free movies. Members also enjoy an immediate 10 percent discount on concession purchases. SCENE members who purchase tickets to any movie at *Galaxy Cinemas Chatham* between December 9th and December 23rd will earn triple SCENE points. Guests will be able to purchase movie tickets at the theatre box office, through the Cineplex Mobile Apps and online at www.cineplex.com or our mobile site m.cineplex.com. Guests can enroll by visiting www.scene.ca.

Galaxy Cinemas Chatham will employ 56 permanent and part-time staff in a variety of positions. Cineplex will close *Famous Players 6 Cinemas* after the final show on December 8th. All employees from *Famous Players 6 Cinemas* will relocate to the *Galaxy Cinemas Chatham*.

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.

About SCENE

SCENE is the Scotiabank and Cineplex Entertainment customer rewards program. Subscription to SCENE program is free, offers members an immediate 10 per cent discount on concession purchases, and enables members to earn and redeem points for music, movies, DVDs, movie downloads and concessions. Members can also accelerate their earning power with the SCENE ScotiaCard® (debit card) and SCENE VISA card. Visit www.scene.ca to find out more.

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