



FOR IMMEDIATE RELEASE

Live, 3D Broadcast of Wimbledon Finals Exclusively at Participating Cineplex Entertainment Theatres

First-ever live 3D sports broadcast at Cineplex theatres to include Men's and Women's Tennis Finals

Toronto, ON, (TSX: CGX), June 22, 2011 – Cineplex Entertainment, via our Front Row Centre Events, SuperVision Media and Sony today announced Wimbledon, the premier tennis championships in the world, will be broadcast live, in high-definition 3D exclusively at participating Cineplex theatres. Utilizing RealD LIVE technology and presented in RealD 3D, the Women's Final will be broadcast on July 2nd at 9:00 a.m. Eastern, 6:00 a.m. Pacific and the Men's Final will be broadcast on July 3rd at 9:00 a.m. Eastern, 6:00 a.m. Pacific.

“These exclusive special presentations of the Wimbledon Women’s and Men’s Finals are the first time Cineplex has offered a live 3D sports event and we wouldn’t be more pleased to bring the spectacular Wimbledon Finals to our guests across the country,” said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. “With 3D, guests will feel like they are a part of the action on Centre Court.”

The finals of Wimbledon are played on Centre Court at the historic All England Tennis Club. The 2011 Wimbledon Championships take place June 20 – July 3. Caroline Wozniack of Denmark is the number one seeded player in the women’s tournament while two-time Wimbledon Champion Rafael Nadal of Spain is the top seed in the men’s tournament. This is the 125th Anniversary of Wimbledon and the first filmed and broadcast in 3D.

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.

Wimbledon, live in high-definition 3D can be enjoyed at the following Cineplex theatres:

BRITISH COLUMBIA

Langley

Colossus Langley Cinemas, 20090 91A Avenue

Vancouver

Scotiabank Theatre Vancouver, 900 Burrard Street

Victoria

SilverCity Victoria Cinemas, 3130 Tillicum Road

ALBERTA

Calgary

Scotiabank Theatre Chinook, 6455 Macleod Trail SW

Edmonton

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

MANITOBA

Winnipeg

SilverCity Polo Park Cinemas, 817 St. James Street

SASKATCHEWAN

Regina

Galaxy Cinemas Regina, 420 McCarthy Boulevard N

Saskatoon

Galaxy Cinemas Saskatoon, 347 2nd Avenue

ONTARIO

Guelph

Galaxy Cinemas Guelph, 485 Woodlawn Road W

London

SilverCity London Cinemas, 1680 Richmond Street

Mississauga

SilverCity Mississauga Cinemas, 3055 Vega Boulevard

Ottawa

SilverCity Gloucester Cinemas, 2385 City Park Drive

Toronto

Scotiabank Theatre Toronto, 259 Richmond Street W

Vaughan

Colossus Vaughan Cinemas, 3555 Highway 7 W

QUEBEC

Kirkland

Coliseum Kirkland Cinemas, 3200 rue Jean Yves

Montreal

Starcité Montreal Cinemas, 4825 ave. Pierre de Coubertin

Ste.Foy

Cineplex Odeon Ste. Foy Cinemas, 1200 boul. Duplessis

About Cineplex Entertainment

Cineplex Inc. ("Cineplex") is the largest motion picture exhibitor in Canada and owns, leases or has a joint-venture interest in 129 theatres with 1,344 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!

About SuperVision Media

SuperVision Media are groundbreaking distributors of world-class theatrical content to cinema audiences around the globe. SuperVision offer a new and revolutionary way to experience exclusive events on the big screen, LIVE in 2D, HD and 3D. Our slate of content covers the biggest sporting events, musicals, adaptations of best-selling shows and opera. Clients we have worked with include Formula One, FIFA, ESPN, BBC and SONY.

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For information, interviews or photos please contact:

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