



**\*\*MEDIA ADVISORY: Wednesday, February 9, 2011\*\***

## **Cineplex Entertainment to Open Three New UltraAVX™ Auditoriums in the Greater Toronto Area**

### **WHAT:**

Cineplex Entertainment today announced *Colossus Vaughan Cinemas*, *SilverCity Richmond Hill Cinemas* and *SilverCity Yorkdale Cinemas* will each open an UltraAVX auditorium Friday, February 11, 2011. With these new openings, there are now 14 UltraAVX auditoriums in Canada with more planned to open in 2011. A complete list of UltraAVX locations is available below.

With the sharpest picture, crispest sound and reserved seating, UltraAVX provides our guests with a truly immersive movie-going experience. UltraAVX features wall-to-wall screens that are significantly larger on average than our traditional screens. Christie Solaria 2230 DLP Cinema® projectors provide a superior digital presentation projecting crystal clear images onto the big screen. The system is further enhanced with the addition of RealD 3D technology enabling us to present the latest 3D movies. Complimenting the stunning on-screen picture is a superb digital surround sound system featuring the latest in Dolby Digital sound technology. Guests will also love the new reserved seating option especially when they settle in to the extra-wide high back rocker seats. With UltraAVX, you pre-select your own seat, you experience captivating sound with up to 7.1 Dolby digital surround sound and vibrant imagery on a screen that extends wall-to-wall.

### **Opening February 11, 2011:**

#### **Richmond Hill**

*SilverCity Richmond Hill Cinemas*, 8725 Yonge Street

#### **Toronto**

*SilverCity Yorkdale Cinemas*, 3401 Dufferin Street

#### **Vaughan**

*Colossus Vaughan Cinemas*, 3555 Highway 7 West

### **Now Open:**

#### Ontario

*Cineplex Odeon Queensway Cinemas*, 1025 The Queensway, Toronto, ON

*Coliseum Scarborough Cinemas*, 300 Borough Drive, Toronto, ON

*Scotiabank Theatre Toronto*, 259 Richmond Street W, Toronto, ON

*SilverCity Brampton Cinemas*, 50 Great Lakes Drive, Brampton, ON

*SilverCity Mississauga Cinemas*, 3055 Vega Boulevard, Mississauga, ON

*Coliseum Ottawa Cinemas*, 3090 Carling Avenue, Ottawa, ON

British Columbia

*Galaxy Cinemas Chilliwack*, 8249 Eagle Landing Parkway, Chilliwack, BC

Alberta

*SilverCity CrossIron Mills Cinemas & XSCAPE Entertainment Centre*, 261055 CrossIron Boulevard, Rocky View (Calgary), AB

*Cineplex Odeon North Edmonton Cinemas*, 14231-137<sup>th</sup> Avenue NW, Edmonton, AB

*Cineplex Odeon South Edmonton Cinemas*, 1525-99<sup>th</sup> Street NW, Edmonton, AB

Quebec

*Scotiabank Theatre Montreal*, 977 rue Ste-Catherine Ouest, Montreal, QC

**WHEN:** Friday, February 11, 2011

**WHERE:** **Richmond Hill**

*SilverCity Richmond Hill Cinemas*, 8725 Yonge Street

**Toronto**

*SilverCity Yorkdale Cinemas*, 3401 Dufferin Street

**Vaughan**

*Colossus Vaughan Cinemas*, 3555 Highway 7 W

For more information or to purchase tickets and get your reserved seat in the UltraAVX auditorium, please visit the theatre box office or [www.cineplex.com](http://www.cineplex.com).

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**For more information, photos or interviews, please contact:**

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