



***Cineplex Magazine* and *Le magazine Cineplex* Celebrate Huge Readership Numbers!**

Toronto, ON, March 30, 2012, (TSX: CGX) - *Cineplex Magazine* and *Le magazine Cineplex*, which launched in October 2010 to replace *Famous* magazine and *Famous Québec*, earned outstanding numbers for new publications, and more than doubled the readership of their predecessors, as reported in the PMB (Print Measurement Bureau) 2012 Spring study — the first year of measured readership for these new magazines.

With **2,468,000** readers per issue, and **3.5** readers per copy, *Cineplex Magazine* is now the **7th most-read magazine** in all of Canada. That's based on a circulation of 700,000 copies every month, the largest circulation of any entertainment magazine in the country.

Le magazine Cineplex, which is available across Quebec, also saw impressive readership numbers, with **326,000** readers per issue and **1.6** readers per copy.

"We're thrilled with these numbers," says publisher Salah Bachir. "We know we have two great magazines and now we have proof that we have a lot of readers who feel the same way."

The magazines, which are available in the lobbies of 129 Cineplex Entertainment theatres across the country, are designed to provide movie lovers with everything they could want or need — exclusive interviews with A-list stars, actor profiles, behind-the-scenes scoops, movie schedules and red-carpet fashion.

And since the 2010 launch, newspaper distribution in *The Globe and Mail* and *Le Journal de Montréal* has brought the magazines directly into Canadian homes. They can also be read online at Cineplex.com.

The readership numbers are only expected to rise, as *Cineplex Magazine* recently increased its *Globe and Mail* distribution across the country and added the *Montreal Gazette* and *Vancouver Sun* to its distribution strategy.

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 66 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.

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For additional information, please contact:

Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment,
416-323-6648, pat.marshall@cineplex.com

Kyle Moffatt, Director, Communications, Cineplex Entertainment,
416-323-6728, kyle.moffatt@cineplex.com