



Front-Row Ticket to Vancouver 2010 Broadcast Now Available: CTV Olympic Games Broadcast at Cineplex One-Day Theatre Passes, Now On Sale

-- Individual day passes available for \$9.95 --

TORONTO (January 15, 2010) – Big screen, stadium seating, surround sound, and a front-row seat to all the great moments from Vancouver 2010 – all for less than \$10 a day!

Individual one-day tickets for **CTV Olympic Games Broadcast at Cineplex** are available for purchase starting today for \$9.95*, offering theatre-goers access to HD event coverage on any single day for the entire 17 days of the 2010 Winter Games. As previously announced, CTV's daily coverage of Vancouver 2010 will be showcased live in HD in 64 Cineplex Entertainment theatres throughout Canada from February 12 to 28.

Created by Canada's Olympic Broadcast Media Consortium, **CTV Olympic Games Broadcast at Cineplex** provides another key social moment and unique platform to experience the Games.

Fans can purchase tickets at participating Cineplex theatres using cash or Visa. Individual passes are valid for the entire day, according to each theatre's hours of operation. Seats are limited and key dates that are on fans' radar and are sure to sell out in advance include:

- Friday, Feb. 12 – Opening Ceremony
- Saturday, Feb. 13 – First day of competition and chance for Canada to win its first-ever Olympic Games gold medal on home soil
- Thursday, Feb. 18 – Figure Skating: men's free skate
- Thursday, Feb. 25 – Women's Hockey gold medal game
- Friday, Feb. 26 – Men's Hockey semifinals and Women's Curling gold medal game
- Saturday, Feb. 27 – Men's Curling gold medal game
- Sunday, Feb. 28 – Men's Hockey gold medal game and Closing Ceremony

Theatre Passports went on sale in mid-December and are still available for \$29.95, providing unlimited access at a chosen theatre location for all 17 days of the Games. The Theatre Passport, which is transferable within the dedicated theatre and can be shared with friends and family, guarantees fans a seat every day for every event, including the highly anticipated Opening Ceremony and the men's and women's gold medal hockey games.

In addition to single day tickets and passports, private rentals are also available at **CTV Olympic Games Broadcast at Cineplex**. Dedicated auditoriums in each Cineplex theatre can be rented by individuals, groups and/or companies, with customizable hospitality and branding options.

Cineplex operates theatres from Quebec through British Columbia inclusive, and will dedicate one auditorium daily in 64 select locations to present live Olympic Games coverage. A complete list of theatre locations for **CTV Olympic Games Broadcast at Cineplex** is available at www.CTVOlympics.ca/theatre and www.RDSolympiques.ca/cinema.

*plus applicable taxes

About Canada's Olympic Broadcast Media Consortium

Canada's Olympic Broadcast Media Consortium is a unique relationship between leading media conglomerates CTV Inc. and Rogers Media Inc., which together will provide unprecedented coverage and consumer choice in English, French and multi-languages on multiple platforms for the Vancouver 2010 Olympic and Paralympic Winter Games and the London 2012 Games of the Olympiad. Official brands include CTV, TSN, RDS, RIS Info Sports, Rogers Sportsnet, OMNI, OLN, V, APTN, ATN, CTVOlympics.ca, RDSolympiques.ca, The Globe and Mail, Corus Québec and select Rogers radio stations across the country.

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For More Information:

Pamela Mollica, Consortium – b-514.881.8628, pamela.mollica@ctv.ca

Pat Marshall – Cineplex Entertainment – w-416.323.6648, pat.marshall@cineplex.com