



FOR IMMEDIATE RELEASE

**Cineplex Entertainment Announces Opening Date
For *Cineplex Odeon Westshore Cinemas***

Victoria's newest movie theatre features UltraAVX™, 3D and more

Toronto, ON, (TSX: CGX), June 28, 2011 – Cineplex Entertainment is pleased to announce *Cineplex Odeon Westshore Cinemas* will open its doors on Friday, July 15, 2011. Guests will be able to enjoy the latest Hollywood movies beginning with *Harry Potter and the Deathly Hallows Part 2*. The new seven-screen, 26,200 square foot theatre is located in the Westshore Town Centre in Langford, BC.

“We are delighted to bring the Cineplex experience to Langford and look forward to being a contributing member of the community and the area’s new entertainment destination,” said Pat Marshall, Vice President, Communications and Investor Relations. “Cineplex Odeon Westshore Cinemas is the first theatre in Victoria to feature all digital projection technology and the first to offer UltraAVX.”

UltraAVX is a premium entertainment offering, providing guests with a truly immersive movie-going experience. Guests attending a movie in an UltraAVX auditorium will be treated to a screen significantly larger on average than our traditional screens, superb Dolby digital surround sound, extra-wide high-back rocker seats and reserved seating.

All screens are equipped with digital projection systems providing guests with the crispest imagery and sharpest picture onscreen. Four auditoriums, including UltraAVX, are equipped with RealD 3D technology allowing guests to experience the more than 15 movies still to be released in 3D this year. There is a great line up of movies in both traditional and 3D formats with something to appeal to everyone.

Cineplex Odeon Westshore Cinemas features 1,300 all stadium rocker seats (each seat row is approximately 18” higher than the previous row) with ample legroom; big screens and digital surround sound. Theatre concessions will include traditional movie fare such as popcorn, candy and soft drinks. TCBY, Far Coast specialty coffees and teas and Outtakes, which offers, Angus burgers, hot dogs, fries, pretzels, calzones, among other items, are also available.

SCENE members who purchase tickets to any movie at *Cineplex Odeon Westshore Cinemas* between July 15th and July 29th will earn triple SCENE points. Movie tickets can be purchased at the theatre box office, through the Cineplex Mobile Apps and online at www.cineplex.com or our mobile site m.cineplex.com. The SCENE program is free to join, to enroll visit www.scene.ca.

Cineplex Odeon Westshore Cinemas will employ 50 permanent and part-time staff in a variety of positions once operational. Additional jobs were also created in the construction phase of the new theatre.

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.

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For information, interviews or photos 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