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Cineplex Entertainment Announces Three New Theatres

UltraAVX™, 3D, digital technology, and VIP among the many advances to be featured

TORONTO, ON, (TSX: CGX) – January 20, 2011: Cineplex Entertainment today announced plans to develop new entertainment complexes in Abbotsford, British Columbia; Edmonton, Alberta and Chatham, Ontario. Each theatre location will feature the latest digital and RealD 3D technology to provide guests with an exceptional entertainment experience.

“We are pleased to bring cutting edge entertainment complexes to these great communities,” said Ellis Jacob, President and Chief Executive Officer, Cineplex Entertainment. “We look forward to delivering excellent guest service at each of our innovative new theatres.”

Each of these Cineplex Entertainment theatres are custom designed for the local community and will utilize the latest audio, visual, digital and RealD 3D technology in addition to offering UltraAVX. An UltraAVX auditorium features a screen significantly larger on average than our traditional screens, superb Dolby digital 7.1 surround sound, extra-wide high back rocker seats and reserved seating. Guests love the reserved seating option as it allows them to select their specific seat when purchasing a ticket. There are currently 11 UltraAVX locations across Canada with many more opening in 2011.

Cineplex Odeon Abbotsford and VIP Cinemas

Approximately 43,000 square feet, *Cineplex Odeon Abbotsford and VIP Cinemas* will feature 11 screens and 1,950 seats. The theatre will include digital projection, RealD 3D technology, three VIP Cinemas and one UltraAVX auditorium. *Cineplex Odeon Abbotsford and VIP Cinemas* will be the first newly built theatre in British Columbia to offer VIP Cinemas. It is scheduled to begin construction in the fall of 2011 with an opening in spring 2012.

Guests attending a movie at a VIP Cinema will enjoy a first class entertainment experience that offers an exclusive box office and concession stand, private licensed lounge and in-theatre reserved seating featuring premium oversized seats. In-seat service for concession items is also available as food and beverages are delivered right to your seat by one of our cast members.

Cineplex Odeon Abbotsford and VIP Cinemas is being developed by Cineplex Entertainment and SHAPE Properties Corp. The theatre is being built as part of the new Highstreet lifestyle centre, an innovative retail development featuring several top tier retailers. “Cineplex is a tremendous addition to our new retail entertainment complex,” said Graeme Johnson, Executive Vice President, Leasing, SHAPE Properties. “The theatre is sure to attract local residents and visitors from nearby communities to enjoy Hollywood movies and the latest entertainment offered by Cineplex.”

Cineplex Odeon Windermere and VIP Cinemas

Cineplex Odeon Windermere and VIP Cinemas is an 11-screen, 1,950 seat theatre which will feature digital projection, RealD 3D technology and three VIP Cinemas. The approximately 48,000 square foot complex will also feature an UltraAVX auditorium and an XSCAPE Entertainment Centre. This is the first theatre in Alberta to feature VIP Cinemas and is scheduled to begin construction in spring 2011 with an opening in fall 2011.

Guests can enjoy the latest video, interactive and redemption games before or after a movie at the XSCAPE Entertainment Centre, which offers added entertainment for the whole family. This 3,500 square foot entertainment centre will feature approximately 40 of the latest interactive games and a prize redemption counter.

Located in the *Currents of Windermere*, a retail component within the master planned residential and commercial neighborhood in Southwest Edmonton, *Cineplex Odeon Windermere and VIP Cinemas* is being developed by Cineplex Entertainment and Windermere Commercial Lands Ltd. "Cineplex is known for operating world-class theatres in Canada," said Lanny White, Development Manager, Windermere Commercial Lands Ltd. "This theatre has all the latest entertainment options available in one spot – UltraAVX, VIP Cinemas, 3D and XSCAPE. There is no other complex like it anywhere in Canada and it is a great fit for Currents and the City of Edmonton."

Galaxy Cinemas Chatham

Galaxy Cinemas Chatham will be a 26,000 square foot complex with seven-screens and 1,372 seats. The theatre will also feature digital projection and an UltraAVX auditorium, the first to be offered in Southwestern Ontario. Three auditoriums will be equipped with RealD 3D technology so guests can enjoy some of the many great movies scheduled to be released in 3D. The theatre is being built in North Chatham on St. Clair Street and will be surrounded by several other major top retailers. *Galaxy Cinemas Chatham* is being developed by Cineplex Entertainment and MEDD Development Group Ltd. Construction is scheduled to begin in spring 2011 with an opening in fall 2011.

"We are delighted that Cineplex Entertainment has chosen Chatham-Kent to build a new theatre," said Lyman Meddoui, President, Planning and Development, MEDD Development Group Ltd. "In addition to all the technological and design features, it also means many new jobs for the area."

While construction begins on *Cineplex Odeon Windermere and VIP Cinemas* and *Galaxy Cinemas Chatham*, spring 2011 will also see the opening of *Cineplex Odeon Westshore Cinemas* in Langford, British Columbia. This seven-screen complex will feature UltraAVX and 1,300 stadium seats.

Members of our SCENE entertainment rewards program will continue to earn points at any one of these or other Cineplex theatres. For additional information on Cineplex theatres or to purchase tickets online, visit www.cineplex.com or our mobile site m.cineplex.com. Cineplex Entertainment is committed to providing our guests with the best possible entertainment experience.

About Cineplex Entertainment

Cineplex Inc. ("Cineplex") is the largest motion picture exhibitor in Canada and owns, leases or has a joint-venture interest in 132 theatres with 1,366 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". The Debentures are listed on the TSX under the symbol "CGX.DB". 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