



FOR IMMEDIATE RELEASE

Cineplex Entertainment to build new theatre in southeast Calgary

Featuring Calgary's first VIP Cinema

Toronto, ON, (TSX: CGX), September 10, 2012 – Cineplex Entertainment today announced plans to build a new theatre in southeast Calgary at Seton Boulevard and Deerfoot Trail. The 43,000 square foot, 11 screen theatre will feature three VIP auditoriums – the first of their kind in Calgary – as well as an *UltraAVX™* auditorium and seven traditional auditoriums. The theatre totals more than 1,900 seats.

Cineplex Odeon Seton and VIP Cinemas is expected to open in 2014.

"We are pleased to provide Calgary movie lovers with a cutting-edge theatre and access to the VIP Cinema experience," said Ellis Jacob, President and Chief Executive Officer, Cineplex Entertainment. "There is simply no better way to experience going to the movies."

VIP Cinemas are open to adults only and offer menu service at your seat, licenced auditoriums, a licenced lounge and a dedicated box office. Guests will enjoy large, upgraded seats in an intimate setting, along with the opportunity to reserve seats in advance. VIP Cinemas also offer an expanded menu that includes traditional movie snacks and a wide variety of specialty appetizers.

Cineplex Odeon Seton and VIP Cinemas will also be equipped with RealD 3D technology, as well as an *UltraAVX™* auditorium.

UltraAVX™ is a technically superior entertainment offering that provides guests with a truly immersive moviegoing experience. Guests attending a movie in an *UltraAVX™* auditorium will be treated to a wall-to-wall screen, superb 7.1 Dolby digital surround sound, extra wide high-back rocker seats and reserved seating.

"*Cineplex Odeon Seton and VIP Cinemas* will become *the* entertainment destination in southeast Calgary," said Warren Paulsen, Vice President, Calgary Commercial, Brookfield Residential Properties. "We are thrilled that Canada's most successful and innovative theatre operator has agreed to bring this top flight theatre experience to Calgary."

About VIP Cinemas

With VIP Cinemas, guests enjoy a premium entertainment experience available exclusively in Canada at Cineplex Entertainment theatres. They feature specially designed auditoriums exclusively for adult guests, in-seat menu service, a private licensed lounge and a dedicated box office. VIP auditoriums feature reserved seating enabling guests to select their specific seat at the time of purchase. A VIP auditorium also features full stadium seating with larger, upgraded seats with table tops embedded in their armrest. Once seated, a cast member will present the guest with a menu and take their order. Ordered items will be delivered directly to the guest at their seat. Guests can also enjoy a private lounge before and after a movie.

About UltraAVX™

UltraAVX™ provides guests with the sharpest picture, a powerful digital surround sound system and reserved seating, delivering a truly immersive movie-going experience. *UltraAVX™* features wall-to-wall screens that are significantly larger on average than our traditional screens. Christie Solaria™ Series 4230 DLP Cinema® projectors provide a superior digital presentation, projecting super bright, crystal clear images onto the big screen.

The system is further enhanced with the addition of RealD 3D technology, enabling the presentation of the latest 3D movies. Complementing the stunning on-screen picture from these new 4K projectors is a superb 7.1 Dolby digital surround sound system that envelops the audience and takes the cinema experience to a whole new level. Guests will enjoy the super comfy high-back rocker seats. Because all seats are reserved, guests can select the specific seat(s) they want in the auditorium when they purchase their tickets.

About Cineplex Entertainment:

Cineplex Inc. ("Cineplex") is the largest motion picture exhibitor in Canada and owns, leases or has a joint-venture interest in 133 theatres with 1,438 screens, serving approximately 69 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

Mike Langdon, Director, Communications, Cineplex Entertainment,
416-323-6728, mike.langdon@cineplex.com