



FOR IMMEDIATE RELEASE

Cineplex Entertainment brings The 100th Grey Cup Live to participating theatres

Toronto, ON, (TSX: CGX) – November 21, 2012 – Hey football fans! Couldn't get tickets to the 100th Grey Cup? Cineplex has just the solution: why not enjoy the live broadcast on the big screen at your local Cineplex Entertainment movie theatre?

Cineplex Entertainment's Front Row Centre Events today announced plans to broadcast the live TSN broadcast of the 100th Grey Cup at select theatres across Canada on Sunday, November 25, 2012, at 6:00 p.m. E.S.T.

"Cineplex is honoured to celebrate the 100th playing of a Canadian institution, The Grey Cup, by providing our guests the opportunity to experience the action on the big screen" said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. "Watching the Toronto Argos and the Calgary Stampeders on our huge screen will make you feel as if you are on centre field at the game."

SCENE members will also have the opportunity to win an exclusive Grey Cup prize. By purchasing participating Nestle candy up to November 25, 2012, they will be entered for a chance to win a trip to the 101st Grey Cup in Regina.

Tickets for the big screen showing of The 100th Grey Cup are only \$5, and are available at participating theatre box offices, through the Cineplex Mobile Apps and online at www.cineplex.com/events.

For a full list of participating theatres, please visit www.cineplex.com/events.

About Cineplex:

Cineplex Inc. ("Cineplex") is one of Canada's leading entertainment companies and operates one of the most modern and fully digitized motion picture theatre circuits in the world. A top-tier Canadian brand, Cineplex operates numerous businesses including theatrical exhibition, food services, gaming, alternative programming (Front Row Centre Events), Cineplex Media, Cineplex Digital Solutions and the online sale of home entertainment content through CineplexStore.com and on apps embedded in various electronic devices. Cineplex is also a joint venture partner in SCENE – Canada's largest entertainment loyalty program.

Cineplex is headquartered in Toronto, Canada, and operates 133 theatres with 1,437 screens from British Columbia to Quebec, serving approximately 70 million guests annually through the following theatre brands: Cineplex Odeon, SilverCity, Galaxy Cinemas, Colossus, Coliseum, Scotiabank Theatres, Cineplex VIP Cinemas, Famous Players and Cinema City. Cineplex also owns and operates the UltraAVX, Poptopia, and Outtakes brands. Cineplex trades on the Toronto Stock Exchange under the symbol CGX. More information is available at cineplex.com.

About Front Row Centre Events (FRCE)

Brought to you by Cineplex Entertainment, Front Row Centre Events bring world class entertainment to your local Cineplex Entertainment theatre and other participating locations. Presented in high-definition with digital surround sound, guests can experience the best in original one-night only and series-based programming. With the Metropolitan Opera's Live in HD series, Broadway productions, live broadcasts direct from the stage of London's National Theatre, dance performances, classic films, concerts, live sporting events and documentaries, Front Row Centre Events put you in the centre of the action on the big screen.

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