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***Cineplex Odeon McGillivray and VIP Cinemas opens Friday, November 2
Winnipeg to welcome Manitoba's first VIP Cinema***

Toronto, ON, October 18, 2012 (TSX: CGX) – Cineplex Entertainment today announced that *Cineplex Odeon McGillivray and VIP Cinemas* will open to the public on Friday, November 2, 2012.

VIP Cinema tickets for the upcoming James Bond movie, *Skyfall*, and *The Twilight Saga: Breaking Dawn, Part 2*, go on sale on Monday, October 22, 2012, at cineplex.com. All other tickets go on sale Tuesday, October 30, 2012, also at cineplex.com. The theatre box office opens Friday, November 2, 2012.

The reopening follows a four month, \$4.5 million renovation that saw *CinemaCity McGillivray* transformed into a cutting-edge, first run theatre, complete with eight traditional auditoriums, three VIP Cinema auditoriums, and a licenced lounge.

Cineplex Odeon McGillivray and VIP Cinemas is the first VIP Cinema in Manitoba.

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

The theatre box office and lobby areas underwent extensive renovations; auditoriums were refurbished and fitted with larger screens and upgraded surround sound, and concession areas were remodeled to provide new food and beverage options, in addition to the traditional movie fare of popcorn, candy and soft drinks. The theatre will also offer guests *TCBY* frozen yogurt, *Pizza Pizza* and Cineplex Entertainment's proprietary hot food offering, *Outtakes*.

"We've created an entirely new entertainment destination that is truly first-of-its-kind in the province of Manitoba," said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. "If our experience elsewhere in Canada is any guide, movie-goers are going to love this new level of entertainment."

Cineplex Odeon McGillivray and VIP Cinemas will feature fully digital projection and RealD 3D technology.

Cineplex Odeon McGillivray and VIP Cinemas Media Tour

Cineplex Entertainment will conduct a special media tour of *Cineplex Odeon McGillivray and VIP Cinemas* on Tuesday, October 30, 2012. Details regarding the media tour will be announced next week.

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 licenced 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, luxurious 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 enjoy the licenced lounge before and after a movie.

About Cineplex Entertainment:

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 1,438 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.

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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