



FOR IMMEDIATE RELEASE

**CINEPLEX INC. ANNOUNCES TIMING OF
SECOND QUARTER EARNINGS RELEASE
AND CONFERENCE CALL**

TORONTO, ON, (TSX: CGX), July 20, 2011– Cineplex Inc today announced they will release the 2011 second quarter results on Thursday, August 11, 2011, and hold a conference call that morning at 10:00 a.m. EST. Interested parties can participate in the conference call with the management of Cineplex Inc. to review the company's results for the second quarter. Ellis Jacob, President and Chief Executive Officer and Gord Nelson, Chief Financial Officer, will host the call scheduled for:

Thursday, August 11, 2011
10:00 a.m. Eastern Time

In order to participate in the conference call, please dial 416-644-3416 or outside of Toronto dial 1-800-814-4860 at least five to ten minutes prior to 10:00 a.m. EST. Please quote the conference ID 4458040 to access the call.

If you cannot participate in a live mode, a replay will be available. Please dial 416-640-1917 or 1- 877-289-8525 and enter code 4458040#.

The replay will begin at 12:00 p.m. EST on Thursday, August 11, 2011, and end at 11:59 p.m. EST on Thursday, August 18, 2011.

Note that media will be participating in the call in listen-only mode.

Cineplex Inc. ("Cineplex") is the largest motion picture exhibitor in Canada and owns, leases or has a joint-venture interest in 130 theatres with 1,351 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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