



FOR IMMEDIATE RELEASE

## The Great Digital Film Festival Returns, Expands to Six Canadian Cities

*Many Favourites and Classics Shown on the Big Screen For One Week Only*

TORONTO, ON, (TSX: CGX), February 1, 2011 – Cineplex Entertainment, via our *Front Row Centre Events* is pleased to announce the second annual Great Digital Film Festival which begins Friday, February 4 and runs until Thursday, February, 10, 2011. An impressive selection of 19 different movies will be shown on the big screen throughout the week in digital or High Definition.

“We are bringing back the Great Digital Film Festival for a second year so guests can experience these audience favourites on the big screen,” said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. “Guest feedback was so positive last year when we launched it at one Toronto theatre that we had to expand the Great Digital Film Festival to other Canadian cities.”

The Great Digital Film Festival 2011 can be enjoyed at the *Scotiabank Theatre Vancouver*, *Scotiabank Theatre Chinook* in Calgary, *Scotiabank Theatre Edmonton*, *SilverCity Gloucester Cinemas* in Ottawa, *Scotiabank Theatre Toronto* and *Scotiabank Theatre Montreal*. Guests at *Scotiabank Theatre Montreal* can enjoy select movies with the added experience of the D-BOX Motion system. D-BOX MFX Seats are synchronized with the action onscreen providing the guest with a truly immersive movie experience.

General admission is only \$5.00\* for any one movie, \$9.00\* for a double feature, and \$22.00\* for five movies. Advance tickets are now available at participating theatre box offices, through the Cineplex Mobile App and online at [www.cineplex.com/events](http://www.cineplex.com/events) or our mobile site [m.cineplex.com](http://m.cineplex.com). \*D-Box seats are subject to an additional charge.

The Great Digital Film Festival 2011 schedule includes:

Friday, February 4, 2011

***Back to the Future***  
***Alien***  
***Aliens***  
***Predator***

Saturday, February 5, 2011

***Lord of the Rings: The Fellowship of the Ring***  
***Lord of the Rings: The Two Towers***  
***Lord of the Rings: The Return of the King***  
***Big Trouble in Little China***

Sunday, February 6, 2011

***The Goonies***  
***Ghost***  
***Dirty Dancing***  
***The Usual Suspects***

Monday, February 7, 2011

***Alien***  
***Aliens***  
***This is Spinal Tap***  
***The Blues Brothers***

Tuesday, February 8, 2011

**Raging Bull**  
**The Goonies**  
**Back to the Future**  
**12 Monkeys**

Wednesday, February 9, 2011

**This is Spinal Tap**  
**The Blues Brothers**  
**Lethal Weapon**  
**The Hunt for Red October**

Thursday, February 10, 2011

**Ghost**  
**The Usual Suspects**  
**Raging Bull**  
**Fight Club**

#### **About Front Row Centre Events (FRC)**

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. From The Met: Live in HD and The National Theatre's NT Live to concerts, live sporting events and documentaries, Front Row Centre Events put you in the centre of the action on the big screen!

#### **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](http://www.cineplex.com).

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