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Cineplex opens UltraAVX auditorium at *SilverCity Oakville and VIP Cinemas*

Auditorium features wall to wall screen, ultra high definition projection and stunning Dolby® Atmos™ surround sound

Toronto, ON – March 26, 2013 (TSX: CGX) – Cineplex Entertainment will open a cutting edge UltraAVX™ auditorium at *SilverCity Oakville and VIP Cinemas* on Wednesday, March 27 – showing *GI Joe: Retaliation*.

UltraAVX auditoriums feature wall to wall screens that are significantly larger than those found in traditional auditoriums, ultra high definition projection and Dolby Atmos surround sound. Guests will also enjoy high-back rocker seats and reserved seating.

“UltraAVX auditoriums are made for fans of a big screen and big sound,” said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. “We know our guests are going to love the cutting edge experience – beginning with the arrival of one of spring’s most anticipated movies.”

Tickets are on sale now at the theatre box offices, through the Cineplex mobile app, or online at cineplex.com.

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 an ultra high definition 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 Dolby Atmos 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 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 136 theatres with 1,455 screens from British Columbia to Quebec, serving approximately 71 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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