



**FOR IMMEDIATE RELEASE**

**CINEPLEX INC. ANNOUNCES ITS  
AUGUST 2011 DIVIDEND**

TORONTO, ON, (TSX: CGX), August 19, 2011: Cineplex Inc. announced today its cash dividend of \$0.1075 per share for the month of August 2011, payable on September 30, 2011, to shareholders of record on August 31, 2011.

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

Further information can be found in the disclosure documents filed by Cineplex Inc. with the securities regulatory authorities, available at [www.sedar.com](http://www.sedar.com).

- 30 -

For further information, please contact:

Gord Nelson  
Chief Financial Officer  
(416) 323-6602

Or

Pat Marshall  
Vice President Communications and Investor Relations  
(416) 323-6648