



****MEDIA ADVISORY: Thursday, March 17, 2011****

XSCAPE Entertainment Centre Opens at *SilverCity Oakville and VIP Cinemas*

WHAT: Game on! Cineplex Entertainment (TSX: CGX) today announced the brand new XSCAPE Entertainment Centre (XSCAPE) at *SilverCity Oakville and VIP Cinemas* will officially open Friday, March 18, 2011 at 5 p.m. XSCAPE is a new entertainment destination featuring the latest video and interactive games, a redemption area featuring great prizes, full-service licensed lounge and special event party suites. To celebrate the opening of XSCAPE, guests visiting the theatre on March 18th will receive a free \$5 Play Card to enjoy their favourite games.

Some of the games featured in the XSCAPE Entertainment Centre include *Wheel Of Fortune*[®], *Fast & Furious*[™] *SuperCars*[™], *Slam-A-Winner Xtreme*, *Big Bass Wheel*, *House of the Dead 4*, *Guitar Hero* and a new edition of the classic *Frogger* to name a few. Several games will dispense prize tickets which can then be exchanged at a redemption counter for one of many great prizes. SCENE members can earn and redeem their SCENE points when purchasing XSCAPE Play Cards.

WHEN: Friday, March 18, 2011 beginning at 5 p.m.

WHERE: XSCAPE Entertainment Centre at *SilverCity Oakville and VIP Cinemas*, 3531 Wycroft Road, Oakville, ON

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For more information, photos or interviews, please contact:

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