



FOR IMMEDIATE RELEASE

***Star Trek: The Next Generation*[®] hits Canadian cinemas**

One night event celebrates legendary series with favorite episodes, never-before-seen content and more in select Cineplex Entertainment theatres Monday, July 23.

*Special event precedes the Blu-ray[™] debut of
Star Trek: The Next Generation, The First Season, on Tuesday, July 24*

TORONTO – July 11, 2012 – This summer, Trekkers across the country can ‘boldly go where no one has gone before’ with the *Star Trek: The Next Generation* 25th Anniversary Event, a one night in-theatre celebration on Monday, July 23 at 7:15 p.m. local time (7:30 p.m. at select locations).

This special anniversary event celebrates the debut of *Star Trek: The Next Generation, The First Season*, on Blu-ray on July 24 and will feature two episodes that have been painstakingly remastered from the original camera negatives during a multi-million dollar restoration: “Where No One Has Gone Before” and “Datalore.” The episodes were handpicked by well-known *Star Trek* experts and restoration consultants, Mike and Denise Okuda, who chose “Where No One Has Gone Before” for its spectacular visual effects and its embodiment of *Star Trek*’s central theme: wonder in exploring the unknown. They selected “Datalore” because it features the fan-favorite character, Data, and his evil twin, Lore.

“We’re thrilled to be able to introduce *Star Trek: The Next Generation* to a new generation,” said Ken Ross, executive vice president and general manager of CBS Home Entertainment. “Seeing the episodes in a theatre setting is the perfect way to show off the pristine picture that high definition allows, while also launching the first season on Blu-ray.”

Fans will be treated to specially recorded episode introductions by the Okudas and a glimpse of the brand-new special features on the season one Blu-ray, including never-before-seen cast interviews. The evening will conclude with an extended preview of the *Star Trek: The Next Generation* season two Blu-ray, to be released soon.

Tickets for the *Star Trek: The Next Generation* 25th Anniversary Event are available now at participating theatre box offices, through the Cineplex Mobile Apps and online at www.cineplex.com/events (mobile site: m.cineplex.com).

Presented by Cineplex Entertainment and BY Experience, in association with CBS Home Entertainment and Paramount Home Media Distribution, this event will be screened in 55 theatres across the country through Cineplex Entertainment’s Front Row Centre Events division.

Created by Gene Roddenberry as part of the *Star Trek* franchise, *Star Trek: The Next Generation* was produced 21 years after the debut of the original *Star Trek* series. Featuring one of the most endearing ensemble casts in television history, *Star Trek: The Next Generation* took fans on the remarkable continuing voyages of the Starship Enterprise set in the 24th century from the year 2364 through 2370.

Star Trek: The Next Generation, The First Season Blu-ray, will be available at FUTURE SHOP as a six-disc set on July 24. The set includes a wealth of exclusive special features, including more than 95 minutes of brand-new documentaries featuring never-before-seen cast and crew interviews and an inside look at taking *Star Trek: The Next Generation* to the next level of high definition.

About Cineplex Entertainment

Cineplex Inc. ("Cineplex") is the largest motion picture exhibitor in Canada and owns, leases or has a joint-venture interest in 130 theatres with 1,359 screens serving approximately 66 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.

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. With the Metropolitan Opera's Live in HD series, Broadway productions, live broadcasts direct from the stage of London's National Theatre, Bolshoi Ballet performances, classic films, concerts, live sporting events and documentaries, Front Row Centre Events put you in the centre of the action on the big screen.

About BY Experience

BY Experience kicked off the digital revolution of live events to movie theatres and other locations globally with David Bowie's 2003 *Reality* album launch and since then, over 15 million tickets have been sold worldwide for cinema events BY Experience has distributed and/or produced including *the Met: Live in HD* series, the U.K.'s *National Theatre Live* series, Stratford Shakespeare Festival's production of *The Tempest* (June 2012), *Leonardo Live* (February 2012), the New York Times speaker's series *TimesTalks LIVE*, the Roundabout Theatre Company's production of *The Importance of Being Earnest* (June 2011), *Westlife – The Farewell Concert* (June 2012); *Red Hot Chili Peppers Live: I'm With You* (August 2011); *The Big Four: Metallica, Slayer, Megadeth, Anthrax* (June 2010), *BBC Electric Proms: Robbie Williams* (October 2009), the classic music celebrations *BBC Last Night of the Proms* (September 2009, 2010, 2011), *St. Olaf Christmas Festival* (December 2007 and December 2011), *David Gilmour: Remember That Night – Live from the Royal Albert Hall* (September 2007), and the public radio shows *A Prairie Home Companion with Garrison Keillor* (February and October 2010) and *This American Life – Live! with Ira Glass* (April 2008, May 2009, May 2012). BY Experience distributes to over 50 countries, to 2,000 movie screens. For more information, visit: www.byexperience.net.

About CBS Home Entertainment

CBS Home Entertainment manages the worldwide DVD and Blu-ray businesses for the CBS Corporation across all lines of content including current hits and classic series from the vast CBS library, as well as new releases from Showtime Video. CBS Home Entertainment products are released on the CBS DVD and CBS Blu-ray labels.

About Paramount Home Media Distribution

Paramount Home Media Distribution (PHMD) is part of Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment. PPC is a unit of Viacom (NASDAQ: VIA, VIAB), a leading content company with prominent and respected film, television and digital entertainment brands. The PHMD division oversees PPC's home entertainment, digital and television distribution activities worldwide. The division is responsible for the sales, marketing and distribution of home entertainment content on behalf of Paramount Pictures, Paramount Animation, Paramount Vantage, Paramount Classics, Insurge Pictures, MTV, Nickelodeon, Comedy Central, CBS and PBS and for providing home entertainment fulfillment services for DreamWorks Animation Home Entertainment. PHMD additionally manages global licensing of studio content and distribution across worldwide digital and television distribution platforms including online, mobile and portable devices and emerging technologies.

- 30 -

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