



FOR IMMEDIATE RELEASE

\$1,000,000 Raised for the Starlight Children's Foundation Canada in 2011

Guests and Cineplex employees show support across Canada

Toronto, ON, February 8, 2012, (TSX: CGX) – Seriously ill children and their families need and deserve a time to forget about their illness. Cineplex Entertainment (“Cineplex”) will help provide them with some escapism following our announcement today that \$1,000,000 was raised for the Starlight Children's Foundation Canada (“Starlight”) in 2011. Guest generosity, national programs that supported Starlight and other special events were the catalysts of the fundraising. A cheque will be presented to Starlight in March.

“I'm so proud of the continued commitment Cineplex employees show the Starlight Children's Foundation throughout the year. Our employees have truly embraced Starlight and they are quick to donate time or money when they can,” said Ellis Jacob, President and CEO, Cineplex Entertainment. “I would also like to commend our guests for supporting the Starlight programs as we could not have achieved this donation without their generosity.”

“Thanks to Cineplex, Starlight has been able to spread smiles and hope to more than 50,000 seriously ill and hospitalized children and their families,” said Trevor Dicaire, Director of Development, Starlight Children's Foundation Canada. “We are constantly amazed and inspired by Cineplex's generosity, passion for Starlight and efforts to include us in their fundraising programs and special events.”

Cineplex programs that benefited the Starlight Children's Foundation include:

- National Community Day:** This fun-filled morning featured free movies, discounted snacks and other events and raised \$400,000.
- Cineplex Gift Card Sales:** A portion of all gift cards sold between September and December is donated to Starlight. Each year, Cineplex issues a special edition gift card that is designed by a Starlight child.
- Starlight Walk for Smiles:** Cineplex employees participated in the annual fall walk that takes place in Montreal, Vancouver, Ottawa and Toronto.
- Kinder Kids Combo:** In September and October, a portion of all sales from each Kinder Kids combo sold is donated to Starlight.
- Starlight Pin Campaign:** Also in September and October, a specially designed pin is sold exclusively in Cineplex theatres for \$2.
- Text to Donate:** Movie-goers sent text messages to make a \$5 donation to Starlight.
- Cineplex Golf Tournament:** Cineplex employees and corporate partners participated in the annual golf day to raise money for Starlight.

Employees at the Cineplex Home and Regional offices support Starlight throughout the year with various other fundraising events. In 2011, employees participated in raffles, themed events, bake sales and Starlight bear and pin sales.

The Starlight Children's Foundation is a national, non-profit organization that strives to improve the quality of life for seriously ill children and their families. They provide entertainment, education and other family activities to help these children cope with the pain, fear and isolation of an illness.

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 1,352 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.

About Starlight Children's Foundation Canada:

For more than 20 years Starlight Children's Foundation has been dedicated to improving the quality of life for children with chronic and life-threatening illnesses and life-altering injuries.

Through a broad array of in-patient, out-patient and online resources, Starlight works hard to support seriously ill children and their families from diagnosis through the entire course of medical treatment and beyond. Whether it's a trip to the zoo, a toy-filled playroom or an exciting sporting event, Starlight's mission is to bring fun, joy and giggles right where they are needed the most!

We help seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities. To learn more visit www.starlightcanada.org.

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