



**Cineplex Hosts Second Annual National Community Day
in Support of the Starlight Children's Foundation
on October 20, 2012**

Special morning event will feature free movies for the entire family

Toronto, ON, (TSX: CGX), October 16, 2012 – Cineplex Entertainment today announced it will host its second annual National Community Day on Saturday, October 20, 2012, beginning at 9:00 a.m. On National Community Day, guests are invited to all Cineplex theatres to enjoy a **free** movie and discounted popcorn, soft drinks and select candy items.

Regular-sized popcorn and soft drinks, as well as select candy items, will be sold at the reduced price of \$2.00 each. The specially designed Starlight pin, available for purchase exclusively at Cineplex theatres, will also be sold for \$2.00.

All proceeds from these initiatives will benefit the Starlight Children's Foundation.

"We are proud to once again host National Community Day in our theatres to support the Starlight Children's Foundation. We hope our guests bring their family and friends for a fun morning, in support of a very worthy cause," said Pat Marshall, Vice President Communications and Investor Relations, Cineplex Entertainment. "Our guests continue to amaze us with their generosity, as they helped us raise over \$400,000 last year during this event, and I'm sure this year will be no different."

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. Starlight provides entertainment, education and other family activities to help these children cope with the pain, fear and isolation of an illness.

Cineplex staff will volunteer their time at theatres across the country in support of this important cause.

Special thanks to Paramount Pictures Canada, who graciously donated the movies that will play on Community Day, and Mars Canada for donating a portion of the candy.

A complete listing of movies and showtimes for your local theatre can be found at www.cineplex.com/starlight. Seating for each movie is limited and available on a first come, first served basis.

Theatres will open their doors to guests at 8:30 a.m. and movies will begin at 9:00 a.m.

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 133 theatres with 1,438 screens from British Columbia to Quebec, serving approximately 70 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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