



****MEDIA ADVISORY: Thursday, July 22, 2010****

Cineplex Entertainment Secures New Exclusive Trailer of *TRON: Legacy* for cineplex.com

See it here first in Canada

WHO/WHAT: Cineplex Entertainment and Disney Canada invite you to experience the new full length trailer of the highly anticipated film, *TRON: Legacy*, which can be viewed exclusively in Canada online at cineplex.com beginning today at 2 pm PST / 5 pm EST.

Cineplex.com is the exclusive Canadian source to view the trailer before it debuts on social networking sites on Saturday, July 24, 2010. Traditionally, full length trailers premiere only in-theatre so we are delighted to offer this sneak peak exclusively to cineplex.com visitors. The new *TRON: Legacy* trailer premiere is just one of many exclusive videos and content available on cineplex.com, which continues to be the destination of choice for Canadian moviegoers. Visitors to the site can also access photo galleries, live updates from our Tweet Desk and more from Comic-Con International in San Diego.

About *TRON: Legacy*

TRON: Legacy is a high-tech adventure set in a digital world that's unlike anything ever captured on the big screen. Sam Flynn (Garrett Hedlund), a rebellious 27-year-old, is haunted by the mysterious disappearance of his father Kevin Flynn (Oscar®- and Golden Globe®-winner Jeff Bridges), a man once known as the world's leading video-game developer. When Sam investigates a strange signal sent from the old Flynn's Arcade—a signal that could only come from his father—he finds himself pulled into a digital world where Kevin has been trapped for 20 years. With the help of the fearless warrior Quorra (Olivia Wilde), father and son embark on a life-or-death journey across a visually-stunning cyber universe—a universe created by Kevin himself that has become far more advanced with never-before-imagined vehicles, weapons, landscapes and a ruthless villain who will stop at nothing to prevent their escape. Scored by Grammy Award®-winning electronic music duo Daft Punk, *TRON: Legacy* opens wide on December 17th and will also be available at select theatres in Disney Digital 3D™ and IMAX® 3D.

WHEN: Exclusive two-day window begins today, Thursday, July 22, 2010 at 2 pm PST / 5 pm EST

WHERE: www.cineplex.com

For more information, contact:

Georgia Sourtzis, Manager, Communications, Cineplex Entertainment, 416-323-6728,
georgia.sourtzis@cineplex.com

Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment, 416-323-6648,
pat.marshall@cineplex.com

Barb Matheson, Walt Disney Studios Motion Pictures Canada, 416.204.7206, barb.matheson@disney.com