



****Media Advisory: Thursday, June 7, 2012****

Cineplex Celebrates 100 Years of Movie Memories at Yonge-Dundas Square

Event to feature free screening of Madagascar: Escape 2 Africa

WHAT: Cineplex Entertainment invites Torontonians to join in a celebration of 100 Years of Movie Memories at Yonge-Dundas Square, beginning at 11:00 a.m., Sunday, June 10, 2012.

The family-focused event features a free screening of *Madagascar: Escape 2 Africa*, favourite carnival games, a Toronto movie walking tour and a chance to win hundreds of prizes, including movie passes and popcorn.

All proceeds from the event will benefit the Starlight Children's Foundation, a registered charity dedicated to bringing smiles, laughter, joy and hope back into the lives of children with serious illnesses.

About 100 Years of Movie Memories

Throughout 2012, Cineplex Entertainment is celebrating 100 Years of Movie Memories with a year-long program of activities, including events, contests, special promotions and more.

About *Madagascar: Escape 2 Africa*

Left marooned on the distant shores of Madagascar, Alex the lion, Marty the zebra, Melman the giraffe and Gloria the hippo have hatched a plan so crazy it just might work. The penguins have repaired an old crashed plane. Once aloft, this unlikely crew stays airborne just long enough to make it to the wildest place of all, the vast plains of Africa, where our zoo-raised crew encounter species of their own kind for the very first time. Despite long-lost relatives, romantic rivals and scheming hunters, Africa seems like a "crack-a-lackin" great place... but is it better than their Central Park home?

Madagascar 2: Escape to Africa features the voices of Ben Stiller, Chris Rock, David Schwimmer and Jada Pinkett Smith.

WHERE: Yonge-Dundas Square (southeast corner of Yonge Street and Dundas Street).

WHEN: Sunday, June 10, 2012, 11:00 a.m. to 4:00 p.m. (free screening of *Madagascar: Escape 2 Africa* begins at 4:15 p.m.)

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For additional information, please contact:

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

Mike Langdon, Director, Communications, Cineplex Entertainment,
416-323-6728, mike.langdon@cineplex.com