



For Immediate Release

Cineplex Entertainment Hosts *Community Day* at *Cineplex Odeon North Edmonton* and *Cineplex Odeon Grande Prairie Cinemas* to Support the Residents of Slave Lake, Alberta

Guests can enjoy FREE movies on the morning of Saturday, June 11, 2011

Toronto, ON, (TSX: CGX) June 2, 2011 – Cineplex Entertainment announced it will host a special *Community Day* in Edmonton at *Cineplex Odeon North Edmonton Cinemas* and in Grande Prairie at *Cineplex Odeon Grande Prairie Cinemas* on Saturday, June 11, 2011 beginning at 8:30 a.m. The morning event will feature free movies and discounted popcorn and soft drinks with proceeds of these concession items donated to the Canadian Red Cross in support of the residents of Slave Lake, AB.

"At Cineplex, we are extremely proud of the relationships we have within the communities we operate and we wanted to show the residents of Slave Lake we care and want to help," said Pat Marshall, Vice President Communications and Investor Relations, Cineplex Entertainment. "Community Day is a fun outing that supports a very worthwhile cause."

On the morning of Saturday, June 11th, Cineplex invites Edmonton residents to enjoy a selection of FREE movies and specially discounted items at the concession stand. Regular-sized popcorn and regular-sized fountain drinks will be available at a reduced price of \$2 each with 100% of the proceeds of these concession items donated to the Canadian Red Cross Alberta Fire Response efforts.

"The Canadian Red Cross is very grateful to Cineplex Entertainment for this support," says Steve Armstrong, Director of the Canadian Red Cross in Alberta. "Many families were impacted by the fires in Slave Lake and Red Cross is committed to assisting with their recovery. Donations from events like this enable us to help people rebuild their lives."

The FREE movie schedule for *Community Day* on Saturday, June 11, 2011 at *Cineplex Odeon North Edmonton* and *Cineplex Odeon Grande Prairie Cinemas* includes:

9:00 a.m. – *Chronicles of Narnia: The Voyage of the Dawn Treader*
9:10 a.m. – *Yogi Bear*
9:20 a.m. – *Gnomeo and Juliet* (3D)
9:30 a.m. – *Hop*
9:40 a.m. – *Megamind*

All movies are free of charge to guests and are based on seat availability on a first- come first-serve basis. *Cineplex Odeon North Edmonton Cinemas* is located at 14231 137th Avenue NW in Edmonton, AB and *Cineplex Odeon Grande Prairie Cinemas* is located at 10330-109th St. in Grande Prairie, AB.

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.

- 30 -

For more information, please contact:

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

Kyle Moffatt, Director, Communications, Cineplex Entertainment, 416-323-6728, kyle.moffatt@cineplex.com