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VIP Cinemas Coming Soon to *SilverCity Coquitlam Cinemas*

In-seat menu service and premium reserved seating among the features offered with this enhanced movie-going experience

Toronto, ON, (TSX: CGX), September 13, 2011 – Cineplex Entertainment today announced plans to add their VIP Cinema experience to *SilverCity Coquitlam Cinemas*, the first in British Columbia. With VIP Cinemas, guests will enjoy a premium entertainment experience featuring auditoriums for guests 19 years of age and older, in-seat menu service for concession items, a private lounge and a dedicated box office. Five traditional auditoriums will be converted to VIP auditoriums and will open in December 2011.

“Our VIP auditoriums are extremely popular with our guests and are usually the first auditoriums to sell out at a theatre,” said Ellis Jacob, President and Chief Executive Officer, Cineplex Entertainment. “Guests have really responded to the many great amenities that only our VIP experience has to offer.”

When a guest arrives at a VIP Cinema, they will purchase tickets from a dedicated box office. VIP auditoriums feature reserved seating so guests can select their specific seats at the time of purchase. A VIP auditorium also features full stadium seating with larger, upgraded seats interspersed with side tables. Once a guest has taken their seat, a Cast Member will present them with a menu and take their concession order and they will serve the ordered items to the guest in their seat. Guests can also enjoy a private lounge before and after a movie. VIP auditoriums are available to guests 19 years of age and older.

Cineplex currently operates VIP Cinemas at three theatres in Canada with a fourth scheduled to open in 2012. The VIP Cinema experience can be enjoyed in Toronto, ON at *Cineplex Odeon Varsity and VIP Cinemas*, in Oakville, ON at *SilverCity Oakville and VIP Cinemas* and in London, ON at *Cineplex Odeon Westmount and VIP Cinemas*. *Cineplex Odeon Abbotsford and VIP Cinemas* is an 11-screen theatre that will feature three VIP auditoriums and will be built in Abbotsford, BC.

SilverCity Coquitlam Cinemas will operate 15 traditional auditoriums once the five VIP auditoriums have opened.

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 1,351 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.

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