



For Immediate Release

The Cineplex Store Adds Twentieth Century Fox Movies to its Digital Download Service Available at Cineplex.com

Download To Own and Video on Demand new release and catalogue titles now available

TORONTO, ON, April 18, 2011 (TSX: CGX) – Cineplex Entertainment today announced that movies from Twentieth Century Fox are now available via digital download formats Download To Own (DTO) and Video on Demand (VoD) from the Cineplex Store on Cineplex.com. Twentieth Century Fox releases *127 Hours*, *Black Swan*, *The Chronicles of Narnia: The Voyage of the Dawn Treader*, and the *X-Men* catalogue franchise are among the thousands of DTO and VoD titles available from the Cineplex Store. Select titles from Twentieth Century Fox are available for download the same day they are released on DVD and Blu-ray.

DTO and VoD purchases made from the Cineplex Store can be stored either on a customer's computer hard drive or in their Cineplex digital locker. The locker enables purchasers to store their movies safely and securely without depleting space on their computer hard drive while still allowing future downloads of DTO titles. The Cineplex Player and digital locker technology are powered by RoxioNow™.

"When Canadians think of movies, we want them to think of Cineplex," said Ellis Jacob, President and CEO, Cineplex Entertainment. "The Cineplex Store features more than 50,000 DVD, Blu-ray, DTO and VoD movies. Today we are very pleased to add Twentieth Century Fox's lineup of great new release and catalogue titles to our digital download service."

"We are pleased to work with an entertainment industry leader like Cineplex," said Jamie McCabe, Executive Vice President Worldwide Pay Per View, Video on Demand, and Electronic Sell-Through, Twentieth Century Fox Home Entertainment. "In addition to Cineplex's outstanding theatrical experience, the digital download service at Cineplex.com offers consumers an opportunity to enjoy the movies they love conveniently at home."

In addition to new content, several key features are planned to be added to the Cineplex Store later this year.

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.

About Twentieth Century Fox Home Entertainment, LLC

Twentieth Century Fox Home Entertainment, LLC (TCFHE) is a recognized global industry leader and a subsidiary of Twentieth Century Fox Film Corporation, a News Corporation company. Representing 75 years of innovative and award-winning filmmaking from Twentieth Century Fox, TCFHE is the worldwide marketing, sales and distribution company for all Fox film and television programming, acquisitions and original productions on DVD, Blu-ray Disc, Digital Copy, Video On Demand and Digital Download. The company also releases all products globally for MGM Home Entertainment. Each year TCFHE introduces hundreds of new and newly enhanced products, which it services to retail outlets from mass merchants and warehouse clubs to specialty stores and e-commerce throughout the world.

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