



****Media Advisory: Wednesday, December 2, 2009****

Be the First to See James Cameron's *Avatar* at Cineplex Entertainment Theatres

Advance tickets available Friday, December 4th at www.cineplex.com

WHAT: Cineplex Entertainment will begin selling advance tickets for the 3D presentation of the highly anticipated movie *Avatar* on Friday, December 4th, which opens in wide release in traditional and 3D formats on Friday, December 18, 2009. Two full scenes from *Avatar*, including a worldwide exclusive plus a behind-the-scenes feature with James Cameron are available for visitors to watch at www.cineplex.com. Advance tickets can be purchased online with no service fees via www.cineplex.com as well as at participating Cineplex Entertainment theatre box offices.

Cineplex Entertainment is the largest exhibitor of digital, 3D and IMAX projection technologies in Canada. The digital 3D presentation of *Avatar* will be available in more than 75 RealD 3D equipped auditoriums, the IMAX 3D presentation in another nine auditoriums in addition to 30 other Cineplex Entertainment locations across Canada showing *Avatar* in the traditional (2D) format.

About *Avatar*

Avatar, a live action film with a new generation of special effects, takes us to a spectacular new world beyond our imagination, where a reluctant hero embarks on a journey of redemption and discovery, ultimately leading a heroic battle to save a civilization. The film was first conceived by Cameron 14 years ago, when the means to realize his vision did not yet exist. Now, after four years of actual production work, *Avatar* delivers a fully immersive cinematic experience of a new kind, where the revolutionary technology invented to make the film, disappears into the emotion of the characters and the sweep of the story.

Avatar: An IMAX 3D Experience will be digitally re-mastered into the unparalleled image and sound quality of The IMAX Experience® through proprietary IMAX DMR® (Digital Re-mastering) technology.

WHERE: Participating Cineplex Entertainment theatres across the country and on www.cineplex.com

WHEN: Friday, December 4, 2009

For more information, showtimes and locations, visit www.cineplex.com.

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