



**FOR IMMEDIATE RELEASE**

**New IMAX® Theatre at *SilverCity Polo Park Cinemas* Opens  
With *Transformers: Dark of the Moon* in IMAX 3D**

*Promotional presentation June 27th, public presentations begin June 28th at 9 p.m.*

Toronto, ON, (TSX: CGX), June 23, 2011 – Cineplex Entertainment is pleased to announce the official grand opening of the new IMAX® theatre at *SilverCity Polo Park Cinemas* in Winnipeg will take place Monday, June 27<sup>th</sup> with a promotional presentation of *Transformers: Dark of the Moon* in IMAX® 3D. The theatre will officially open to the public for regular presentations on Tuesday, June 28<sup>th</sup>, beginning with a 9:00 p.m. evening showing of *Transformers: Dark of the Moon* in IMAX 3D. A midnight presentation, officially 12:01 a.m. on Wednesday, June 29<sup>th</sup>, will also be offered.

The IMAX theatre at *SilverCity Polo Park Cinemas* provides guests with an immersive movie-going experience. The theatre features revolutionary projection technology that delivers crystal-clear images and is complemented by IMAX's latest sound system, which features its proprietary loudspeaker technology and uncompressed digital sound.

"Guests have embraced IMAX's immersive format and we are so pleased that Winnipeggers will now be able to experience IMAX at our *SilverCity Polo Park Cinemas*," said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. "Now Cineplex guests can enjoy Hollywood movies when presented in the IMAX format the same day they are released in other traditional formats."

Media are invited to attend the opening of the IMAX theatre at *SilverCity Polo Park Cinemas* on Monday, June 27<sup>th</sup> at 7 p.m. however, only confirmed media will be given entry to the event. To confirm attendance, please contact Kyle Moffatt at Cineplex Entertainment.

Tickets can be purchased for upcoming IMAX presentations at the theatre box office, through the Cineplex Mobile Apps and online at [www.cineplex.com](http://www.cineplex.com) or our mobile site [m.cineplex.com](http://m.cineplex.com). Private screenings and group rates are also available. For more information, call 1-800-313-4461 or email [corporatesales@cineplex.com](mailto:corporatesales@cineplex.com).

**About *Transformers: Dark of the Moon***

Directed by Michael Bay, written by Ehren Kruger and produced by Don Murphy & Tom DeSanto, Lorenzo di Bonaventura and Ian Bryce. The executive producers are Steven Spielberg, Michael Bay, Brian Goldner and Mark Vahradian. When a mysterious event from Earth's past erupts into the present day it threatens to bring a war to Earth so big that the Transformers alone will not be able to save us. The movie stars Shia LaBeouf, Josh Duhamel, John Turturro, Tyrese Gibson, Rosie Huntington-Whiteley, Patrick Dempsey, Kevin Dunn, Julie White with John Malkovich and Frances McDormand. It will be released by Paramount Pictures worldwide on June 29th.

### **About Cineplex Entertainment**

Cineplex Inc. ("Cineplex") is the largest motion picture exhibitor in Canada and owns, leases or has a joint-venture interest in 129 theatres with 1,344 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](http://www.cineplex.com).

### **About IMAX**

IMAX Corporation is one of the world's leading entertainment and technology companies, specializing in the creation and delivery of premium, awe-inspiring entertainment experiences. With a growing suite of cutting-edge motion picture and sound technologies, and a globally recognized entertainment brand, IMAX is singularly situated at the convergence of the entertainment industry, innovation and the digital media world. The industry's top filmmakers and studios are utilizing IMAX theatres to connect with audiences in extraordinary ways, and as such, the IMAX network is among the most important and successful theatrical distribution platforms for major event films around the globe. The Company's new digital projection and sound systems - combined with a growing blockbuster film slate - are fueling the rapid expansion of the IMAX network in established markets such as North America, Western Europe, and Japan, as well as emerging markets such as China and Russia. IMAX theaters deliver the world's best cinematic presentations using proprietary IMAX, IMAX 3D, and IMAX DMR (Digital Re-Mastering) technologies. IMAX DMR enables virtually any motion picture to be transformed into the unparalleled image and sound quality of The IMAX Experience.

IMAX is headquartered in New York, Toronto and Los Angeles, with offices in London, Tokyo and Shanghai. As of March 31, 2011, there were 528 IMAX theatres (408 commercial, 120 institutional) operating in 46 countries.

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### **For information, interviews or photos please contact:**

Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment,  
416-323-6648, [pat.marshall@cineplex.com](mailto:pat.marshall@cineplex.com)

Kyle Moffatt, Director, Communications, Cineplex Entertainment,  
416-323-6728, [kyle.moffatt@cineplex.com](mailto:kyle.moffatt@cineplex.com)