



****MEDIA ADVISORY: Tuesday, April 12, 2011****

Finish Him! Show Off Your Gaming Skills at the *Mortal Kombat* Canadian Launch and Tournament Event at Participating Cineplex Theatres

WHAT: Cineplex Entertainment, via our *Front Row Centre Events*, will host a Canadian launch and tournament event at participating theatres for *Mortal Kombat*, the highly anticipated game for Xbox 360 and PlayStation 3. All ticket holders will also get the chance to participate in a *Mortal Kombat* tournament for some great prizes, with the final rounds taking place on the big screen.

Event participants at the *Scotiabank Theatre Toronto* will be able to meet UFC fighter Sean Pierson as he will be signing autographs from 8:00-10:00 p.m.

An exclusive contest for SCENE members will take place at each location (not including Quebec). By redeeming SCENE points, members can enter to win a life-size Scorpion replica statue (\$2,000 approximate value).

Three versions of the game for both Xbox 360 and PlayStation 3 will be available for purchase at midnight at the theatre. The *Mortal Kombat Standard Edition* will be available for \$69.99, the *Mortal Kombat* Collectors Edition for \$99.99 and the *Mortal Kombat* Tournament Edition for \$149.99.

The game is rated M for Mature, participants must be at least 18 years of age to attend the event and purchase the game.

Tickets for this event are only \$5 and are on sale now.

VISUALS: Gamers playing *Mortal Kombat* on the big screen at the theatre
UFC fighter Sean Pierson signing autographs for fans (***Scotiabank Theatre Toronto* only**)
Fans purchasing the game at midnight

WHEN: Monday, April 18, 8:00 p.m. to midnight (local time)

WHERE: Advance tickets are now available at participating theatre box offices, through the Cineplex Mobile Apps and online at www.cineplex.com/events or our mobile site m.cineplex.com.

BRITISH COLUMBIA

Coquitlam

SilverCity Coquitlam Cinemas, 170 Schoolhouse Street

ALBERTA

Calgary

SilverCity CrossIron Mills Cinemas & XSCAPE Entertainment Centre, 261055 CrossIron Boulevard, Rocky View (Calgary), AB

Edmonton

Cineplex Odeon South Edmonton Cinemas, 1525-99th Street NW

MANITOBA

Winnipeg

SilverCity Polo Park Cinemas, 817 St. James Street

ONTARIO

Newmarket

SilverCity Newmarket Cinemas and XSCAPE Entertainment Centre, 18151 Yonge Street

Toronto

Scotiabank Theatre Toronto, 259 Richmond Street W

QUEBEC

Montreal

Scotiabank Theatre Montreal, 977 rue Ste-Catherine O

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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

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