



****Media Advisory: Thursday, October 28, 2010****

**No Magic Needed to Purchase Advance Tickets For
Harry Potter And The Deathly Hallows Part 1 at Cineplex Entertainment**
Advance tickets on sale Friday, October 29th

WHAT: Cineplex Entertainment will begin selling advance tickets on Friday, October 29, 2010 for the highly anticipated Warner Bros. film *Harry Potter And The Deathly Hallows Part 1*. Special midnight screenings in all formats including UltraAVX™ and IMAX® will be held on Thursday, November 18th (officially 12:01 am on Friday, November 19th) at select Cineplex Entertainment theatres. The movie opens in wide release on Friday, November 19th. Tickets can be purchased at participating Cineplex theatre box offices or online at www.cineplex.com using the *Print, Skip, Scan* service.

Harry Potter And The Deathly Hallows Part 1

The final chapter of the Harry Potter film series begins as Harry, Ron and Hermione leave Hogwarts behind and set out to find and destroy the Horcruxes—the secret to Voldemort’s power and immortality.

WHERE: The following Cineplex Entertainment theatres will screen *Harry Potter And The Deathly Hallows Part 1* at **midnight** on Thursday, November 18th (officially 12:01 am on Friday, November 19th) at the following theatres:

BRITISH COLUMBIA

Burnaby

SilverCity Metropolis Cinemas, 4700 Kingsway Avenue

Coquitlam

SilverCity Coquitlam Cinemas, 170 Schoolhouse Street

Langley

Colossus Langley Cinemas (IMAX Location), 20090 91A Avenue

Mission

SilverCity Mission Cinemas, 32555 London Avenue

Richmond

SilverCity Riverport Cinemas (IMAX Location), 14211 Entertainment Way

Surrey

Cineplex Odeon Strawberry Hill Cinemas, 12161 72nd Avenue

Vancouver

Scotiabank Theatre Vancouver, 900 Burrard Street

Victoria

SilverCity Victoria Cinemas, 3130 Tillicum Road

ALBERTA

Calgary

Cineplex Odeon Crowfoot Crossing Cinemas, 91 Crowfoot Terrace NW

Cineplex Odeon Sunridge Spectrum Cinemas, 400-2555 32nd Avenue

Scotiabank Theatre Chinook (IMAX Location), 6455 Macleod Trail SW

*SilverCity CrossIron Mills Cinemas & XSCAPE Entertainment Centre (UltraAVX Location),
261055 CrossIron Boulevard*

Edmonton

*Cineplex Odeon North Edmonton Cinemas (UltraAVX Location), 14231-137th Avenue NW
Cineplex Odeon South Edmonton Cinemas (UltraAVX Location), 1525-99th Street NW
Scotiabank Theatre Edmonton (IMAX Location), 8882-170 Street*

Grand Prairie

Cineplex Odeon Grand Prairie Cinemas, 10330-109th Street

Medicine Hat

Galaxy Cinemas Medicine Hat, 3292 Dunmore Road SE

Rocky View

SASKATCHEWAN

Regina

Galaxy Cinemas Regina, 420 McCarthy Boulevard N

Saskatoon

Galaxy Cinemas Saskatoon, 347 2nd Avenue

MANITOBA

Winnipeg

*SilverCity Polo Park Cinemas, 817 St. James Street
SilverCity St. Vital Cinemas, 160-1255 St. Mary's Road*

ONTARIO

Ancaster

SilverCity Ancaster Cinemas, 771 Golf Links Road

Barrie

Galaxy Cinemas Barrie, 72 Commerce Park Drive

Brampton

SilverCity Brampton Cinemas, 50 Great Lakes Drive

Burlington

SilverCity Burlington Cinemas, 1250 Brant Street

Kingston

Cineplex Odeon Gardiners Road Cinemas, 626 Gardiners Road

London

*Cineplex Odeon Westmount & VIP Cinemas, 755 Wonderland Road S
SilverCity London Cinemas, 1680 Richmond Street*

Mississauga

*Coliseum Mississauga Cinemas (IMAX Location), 309 Rathburn Road W
SilverCity Mississauga Cinemas, 3055 Vega Boulevard*

Niagara Falls

Cineplex Odeon Niagara Square Cinemas, 7555 Montrose Road

Oshawa

Cineplex Odeon Oshawa Cinemas, 1351 Grandview Street N

Ottawa

*Coliseum Ottawa Cinemas, 3090 Carling Avenue
SilverCity Gloucester Cinema (IMAX Location), 2385 City Park Drive*

Peterborough

Galaxy Cinemas Peterborough, 320 Water Street

Richmond Hill

SilverCity Richmond Hill Cinemas, 8725 Yonge Street

Toronto

Coliseum Scarborough Cinemas, 300 Borough Drive
Cineplex Odeon Eglinton Town Centre Cinemas, 22 Lebovic Avenue
Cineplex Odeon Queensway Cinemas (UltraAVX Location), 1025 The Queensway
SilverCity Yonge-Eglinton Cinemas, 2300 Yonge Street

Vaughn

Colossus Vaughan Cinemas (IMAX Location), 3555 Highway 7 W

Waterloo

Galaxy Cinemas Waterloo, 550 King Street N

Windsor

SilverCity Windsor Cinemas, 4611 Walker Road

QUEBEC

Beauport

Cineplex Odeon Beauport Cinemas, 825 rue Clemenceau

Brossard

Cineplex Odeon Brossard Cinemas, 9350 boul. Leduc

Gatineau

Starcité Gatineau Cinemas, 115 boul. Du Plateau

Kirkland

Coliseum Kirkland Cinemas, 3200 rue Jean Yves

Laval

Colossus Laval Cinemas, 2800 rue Cosmodôme

Montreal

Scotiabank Theatre Montreal (IMAX Location), 977 rue Ste-Catherine O

Starcité Montreal Cinemas, 4825 ave. Pierre de Coubertin

Sherbrooke

Galaxy Cinemas Sherbrooke, 4204 rue Bertrand

Ste.Foy

Cineplex Odeon Ste. Foy Cinemas, 1200 boul. Duplessis

WHEN: Tickets on sale Friday, October 29th, 2010 at participating theatre box offices and www.cineplex.com

For more information or showtimes, visit www.cineplex.com.

- 30 -

For additional information, 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