



**FOR IMMEDIATE RELEASE**

## **Cineplex Entertainment to Open New Theatre in Sarnia, Ontario**

*Theatre to feature digital and 3D projection, UltraAVX™*

Toronto, ON, (TSX: CGX), May 7, 2012 – Cineplex Entertainment today announced plans to build a new movie theatre in Sarnia, Ontario. The 31,000 square foot *Galaxy Cinemas Sarnia* will feature eight auditoriums and approximately 1,600 stadium seats. Located at Lambton Mall (Lambton Mall Road and Exmouth Street), the theatre is scheduled to open in spring 2013.

*Galaxy Cinemas Sarnia* will be equipped with RealD 3D technology in four auditoriums, as well as an *UltraAVX™* auditorium. *UltraAVX™* is a technically superior entertainment offering that provides guests a truly immersive movie-going experience. Guests attending a movie in an *UltraAVX™* auditorium will be treated to a wall-to-wall screen, superb 7.1 Dolby digital surround sound, extra wide high-back rocker seats and reserved seating.

“Sarnia is one of the largest Canadian markets currently without a cutting edge theatre,” said Ellis Jacob, President and Chief Executive Officer, Cineplex Entertainment. “With *Galaxy Cinemas Sarnia*, we look forward to bringing Sarnia residents a new level of entertainment.”

“Cineplex Entertainment is a major tenant and important destination for Lambton Mall,” said John Morrison, President and Chief Executive Officer, Primaris Management, Inc. “We are thrilled that Canada’s largest theatre operator will bring the latest cinema technology to Lambton Mall and the Sarnia community.”

Construction on *Galaxy Cinemas Sarnia* will begin in summer 2012. Once complete, it will replace the current *Famous Players Lambton* theatre.

### **About UltraAVX™**

*UltraAVX™* provides guests with the sharpest picture, a powerful digital surround sound system and reserved seating, delivering a truly immersive movie-going experience. *UltraAVX™* features wall-to-wall screens that are significantly larger on average than our traditional screens. Christie Solaria™ Series 4230 DLP Cinema® projectors provide a superior digital presentation, projecting super bright, crystal clear images onto the big screen.

The system is further enhanced with the addition of RealD 3D technology, enabling the presentation of the latest 3D movies. Complementing the stunning on-screen picture from these new 4K projectors is a superb 7.1 Dolby digital surround sound system that envelops the audience and takes the cinema experience to a whole new level. Guests will enjoy the super comfy high-back rocker seats. Because all seats are reserved, guests can select the specific seat(s) they want in the auditorium when they purchase their tickets.

**About Cineplex Entertainment:**

Cineplex Inc. ("Cineplex") is the largest motion picture exhibitor in Canada and owns, leases or has a joint-venture interest in 131 theatres with 1,363 screens, serving approximately 66 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).

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