



FOR IMMEDIATE RELEASE

**New IMAX® Theatre at *SilverCity Windsor Cinemas* Opens on July 15<sup>th</sup>  
with *Harry Potter and the Deathly Hallows Part 2: An IMAX 3D Experience***

*Media invited to opening event on July 14th*

Toronto, ON, (TSX: CGX), July 11, 2011 – Cineplex Entertainment is pleased to announce the official grand opening of the new IMAX theatre at *SilverCity Windsor Cinemas* will take place Thursday, July 14<sup>th</sup> with a promotional presentation of *Harry Potter and the Deathly Hallows Part 2: An IMAX 3D Experience*. Beginning July 15<sup>th</sup>, guests at *SilverCity Windsor Cinemas* can enjoy this highly anticipated final installment of the blockbuster film series based on the beloved books by J.K. Rowling.

Media are invited to attend the opening of the IMAX theatre at *SilverCity Windsor Cinemas* on Thursday, July 14<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.

The IMAX theatre at *SilverCity Windsor 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.

"SilverCity Windsor Cinemas is the first theatre in Southwestern Ontario to present the latest Hollywood movies in the immersive IMAX format," said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. "With the addition of the IMAX theatre, we are providing our guests in Windsor and the surrounding areas with a great new entertainment option to experience."

SCENE members who purchase tickets for *Harry Potter and the Deathly Hallows Part 2* in IMAX 3D at *SilverCity Windsor Cinemas* between July 15<sup>th</sup> and July 29<sup>th</sup> will earn 500 bonus SCENE points. SCENE members earn points with every movie admission ticket purchased at Cineplex theatres and can redeem their points for free movies and other great entertainment rewards. The SCENE program is free to join, to enroll visit [www.scene.ca](http://www.scene.ca).

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).

**About *Harry Potter and the Deathly Hallows Part 2***

In Part 2 of the epic finale, the battle between the good and evil forces of the wizarding world escalates into an all-out war. The stakes have never been higher and no one is safe. But it is Harry Potter who may be called upon to make the ultimate sacrifice as he draws closer to the climactic showdown with Lord Voldemort. It all ends here.

### **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 SCENE**

SCENE is the Scotiabank and Cineplex Entertainment customer rewards program. Subscription to SCENE program is free, offers members an immediate 10 per cent discount on concession purchases, and enables members to earn and redeem points for music, movies, DVDs, movie downloads and concessions. Members can also accelerate their earning power with the SCENE ScotiaCard® (debit card) and SCENE VISA card. Visit [www.scene.ca](http://www.scene.ca) to find out more.

### **About IMAX Corporation**

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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