



FOR IMMEDIATE RELEASE

***Cineplex Odeon Latin Quarter Cinemas,
Proud supporter of the Festival du nouveau cinéma in Montreal***

MONTREAL, QC (TSX: CGX), September 27, 2011 – Cineplex Entertainment, via our *Cineplex Odeon Latin Quarter Cinemas*, is proud to return for the second consecutive year as a sponsor of the *Festival du nouveau cinéma* in Montreal. Between October 12th and 23rd, 2011, *Cineplex Odeon Latin Quarter Cinemas* will welcome movie-goers from the Greater Montreal Area to watch the latest original and innovative presentations from Quebec, Canada and other film makers from around the world.

“We are very happy to contribute to the success of the Festival that is recognised around the world. For us, this sponsorship is a great fit because the FNC’s mission is similar to our objectives in terms of growing the movie industry in Quebec” said Daniel Séguin, Vice President, Operations, Eastern Canada and General Manager, Quebec, Cineplex Entertainment. “We would also like to congratulate the FNC on their 40th anniversary.”

Along with providing the Festival with complete access to two auditoriums at *Cineplex Odeon Latin Quarter Cinemas*, Cineplex, in collaboration with the FNC, is offering SCENE members access to select screenings presented at the theatre. Upon presentation of the SCENE black card at the FNC headquarters or at the *Cineplex Odeon Latin Quarter Cinemas* box office, SCENE members will get a special buy one, get one free offer for movies presented at the theatre.

The SCENE program allows members to earn SCENE points with every movie admission ticket purchased at Cineplex theatres. Members can then redeem their points for free movies, concession items and other great entertainment rewards. The SCENE program is free to join, to enroll visit www.scene.ca.

About Cineplex Entertainment

Cineplex Inc. ("Cineplex") is the largest motion picture exhibitor in Canada and owns, leases or has a joint venture interest in 130 theatres with 1,351 screens serving approximately 70 million guests annually. The largest and most successful exhibitor in Quebec, Cineplex operates 19 theatres and two drive-ins totaling 234 screens and serves approximately 11 million guests annually. Headquartered in Toronto with a regional office in Montreal, 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, with a workforce of approximately 10,000 employees across the country including approximately 1,300 in the Province of Quebec, the company operates the following top tier

brands: Cineplex Odeon, Galaxy, Famous Players, Colossus, Coliseum, SilverCity, and Scotiabank Theatres. Cineplex shares trade on the Toronto Stock Exchange (TSX) under the symbol "CGX". For more information, visit www.cineplex.com.

About the Festival du nouveau cinéma

The Festival du nouveau cinéma is dedicated to the dissemination and development of new trends in the field of cinema and new media. It offers a springboard for original and largely unseen works, placing emphasis on promoting cinema d'auteur and digital production. For 40 years, the Festival has annually welcomed Quebec, Canadian and international artists in a convivial atmosphere that prizes public and professional exchange. The core of the Festival du nouveau cinéma resides above all in its diverse and open to all programming, ever geared towards excellence in presenting original and innovative works, as well as in its high-quality, state-of-the-art technological sites in which its projects are hosted. The Festival leverages its expertise and international network of contacts as well as an unrivalled infrastructure in Montreal, all of which contribute to its status today as the definitive presenter of tomorrow's cinema.

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For more information, interviews or photos please contact:

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