



For Immediate Release

Cineplex Entertainment Presents the Stratford Shakespeare Festival's *The Tempest*

Advance tickets go on sale tomorrow at www.cineplex.com

TORONTO, ON, September 2, 2010 (CGX.UN) –Cineplex Entertainment's Front Row Centre Events is pleased to announce the premiere of Des McAnuff's *The Tempest*, presented by Bravo!, from the Stratford Shakespeare Festival. Starring Christopher Plummer, *The Tempest* will premiere in High Definition (HD) and digital surround sound at participating Cineplex theatres across the country on Saturday, November 6, 2010 at 1:00 pm local time.

The Tempest is a Bravo! presentation of a Melbar Entertainment Group production in association with the Stratford Shakespeare Festival. The film was produced by Barry Avrich and directed by Des McAnuff. Executive Producers are Barry Avrich, Michael Levine, Patrice Theroux and Christopher Plummer. Filmed live over two days by 8 HD cameras, the film is a follow-up to Bravo!'s successful Gemini-nominated production of *Caesar and Cleopatra*.

"We are delighted to once again work with the Stratford Shakespeare Festival and Barry Avrich to bring this superb theatrical production to our guests," said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. "Christopher Plummer is a Canadian icon who has delivered another astounding performance and we are proud to showcase his immense talent and this wonderful production on our big screens across the country."

The Tempest, the culminating masterpiece of Shakespeare's career, pits the desire for revenge against the demands of love and asks if man is capable of creating a brave new world. The story focuses on Prospero (Christopher Plummer), the banished Duke of Milan. Marooned on a distant island with his daughter Miranda (Trish Lindström), Prospero has spent twelve years perfecting his magic arts. Now, with the help of the spirit Ariel (Julyana Soelistyo), he raises a storm at sea, bringing within his grasp the enemies who robbed him of his dukedom.

"Christopher Plummer is quite simply one of the greatest actors of our time, both on stage and on screen," says Des McAnuff, Artistic Director of the Stratford Shakespeare Festival and director of *The Tempest*. "The opportunity to see him as Prospero in *The Tempest* – one of the greatest roles ever written and one he has longed to play – is nothing short of historic. I'm delighted that our sold-out production, with Mr. Plummer leading a superbly talented cast, will now be shown in Cineplex Entertainment theatres across Canada, giving audiences who were unable to attend the Festival this year the opportunity to experience this magical and momentous theatrical event."

"This Festival is a national treasure that belongs to all Canadians," says Antoni Cimolino, General Director of the Stratford Shakespeare Festival. "These screenings will provide Canadians in communities far from Stratford the opportunity to see some of this nation's finest stage artists create their own unique magic under the best conditions possible. We can only guess at the impact that this film will have on young people who aspire to enter the theatre."

Cineplex Entertainment will also be showing encore presentations of *The Tempest* on Wednesday, November 10, 2010 at 6:30 pm local time and Sunday, November 14, 2010 at 4:00 pm local time.

“Unlike motion pictures, theatre has no afterlife,” says Executive Producer Barry Avrich. “It is imperative that extraordinary performances and productions such as *The Tempest* be recorded, exhibited and archived for generations to come. I am very proud to be part of a team that is making theatre history by preserving these great productions.”

Advance tickets are available online at www.cineplex.com as well as at participating theatre box offices beginning tomorrow, September 3rd. Admission for children ages 3 – 12 is \$9.95 + tax, seniors is \$17.95 + tax and general admission is \$19.95 + tax. A special group rate is also available for groups of twenty or more at \$15.95 + tax per person. For more information on group rates, call 1-800-313-4461.

Bravo! is set to premiere *The Tempest* in early spring 2011, bringing the Stratford Festival’s acclaimed production to a national television audience.

The project is presented by Bravo!, and sponsored by American Express and Sun Life Financial.

For a complete list of participating theatres and more information, visit www.cineplex.com/events.

About Front Row Centre Events (FRC)

Brought to you by Cineplex Entertainment, *Front Row Centre Events* bring world class entertainment to your local Cineplex Entertainment theatre and other participating locations! Presented in high-definition with digital surround sound, guests can experience the best in original one-night only and series-based programming. From *The Met: Live in HD* and The National Theatre’s *NT Live* to concerts, live sporting events and documentaries, Front Row Centre Events put you in the centre of the action on the big screen!

About Cineplex Entertainment

Headquartered in Toronto, Canada, Cineplex Entertainment owns, leases or has a joint-venture interest in 129 theatres with 1,342 screens located from British Columbia to Quebec. As the largest motion picture exhibitor in Canada serving approximately 70 million guests annually, Cineplex Entertainment is the exclusive provider of UltraAVX™ and the leading exhibitor of digital, 3D and IMAX projection technologies in the country. With a workforce of approximately 10,000 employees, the company operates the following brands: Cineplex Odeon, Galaxy, Famous Players, Colossus, Coliseum, SilverCity, Cinema City and Scotiabank Theatres. Cineplex Entertainment is proud to be a major supporter of The Starlight Children’s Foundation and regularly conducts various fundraising initiatives throughout the year including the annual Starlight pin campaign. The units of Cineplex Galaxy Income Fund, which owns approximately 99.7% of Cineplex Entertainment LP, are traded on the Toronto Stock Exchange (symbol CGX.UN). For more information, visit www.cineplex.com.

About The Stratford Shakespeare Festival

The Stratford Shakespeare Festival is the leading classical theatre in North America. Founded in 1952, the Festival presents a seven-month season of about 12 plays in four theatres, featuring the works of Shakespeare and other great classical writers, as well as the best in musical theatre and contemporary drama. It welcomes more than 500,000 visitors each year between the months of April and November.

Bravo! is an oasis in the television landscape providing stimulating, enlightening, and entertaining programming for viewers across Canada. Whether it’s a Bravo! original performance AT THE CONCERT HALL, an award-winning dramatic series, a classic opera, an art documentary, or a cutting-edge film, Bravo! provides viewers with thought-provoking Canadian and international

programming. More information about Bravo! is available at www.bravo.ca. Bravo! is owned by CTV Limited, a division of CTVglobemedia, Canada's premier multi-media company.

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