



FOR IMMEDIATE RELEASE

**LORD OF THE DANCE 3D COMING TO PARTICIPATING THEATRES
IN CANADA WITH LIMITED, FOUR-SCREENING RUN**

Immersive show creates unique audience experience

TORONTO, ON, (TSX: CGX) – March 3, 2011: Cineplex Entertainment is pleased to announce a limited engagement *Front Row Centre* event. *Lord of the Dance 3D* will be screened at participating theatres across Canada on March 20th at 1:00 p.m., March 24th at 7:00 p.m. and March 28th at 7:00 p.m. A fourth screening will be offered April 7th at 7:00 p.m. at select locations. All times listed are local time.

“Lord of the Dance has been enjoyed by millions of people and now Cineplex Entertainment will offer guests a unique way to experience this magical performance,” said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. “Lord of the Dance 3D offers guests a level of realism that will make them feel like they are a part of the performance.”

Lord of the Dance tells a timeless story based on Irish folklore of good versus evil, and through the media of dance and music, it is understood and appreciated by every culture. Now, with unprecedented access to Michael Flatley’s performance, movie-goers will get an unparalleled sense of the scale of the show as never seen before. The spectacular new set design, lighting, special effects and costumes will captivate audiences and fans as they behold the charismatic creator, producer, director and star, Michael Flatley, dominate the stage.

Sixty million people around the world have been enchanted by *Lord of the Dance*. Since its premiere in 1996, it has been captivating audiences and critics around the globe and has grossed over one billion dollars worldwide. However, no one has ever had the opportunity to experience the magic, excitement, and passion by being part of the performance, until now, when *Lord of the Dance* is released in 3D in theatres in Canada for a limited engagement.

Advance tickets are now available at participating theatre box offices, through the Cineplex Mobile Apps and online at www.cineplex.com/events or our mobile site m.cineplex.com. A special rate is available for larger groups of 20 or more. Please contact Cineplex corporate sales at 1-800-313-4461 or via email at corporatesales@cineplex.com.

BRITISH COLUMBIA

Chilliwack

Galaxy Cinemas Chilliwack, 8249 Eagle Landing Parkway

Coquitlam

SilverCity Coquitlam Cinemas, 170 Schoolhouse Street

Courtenay

Landmark Rialto Theatre, 2655 Cliffe Avenue

Kelowna

Landmark Grand 10 Kelowna, 940 McCurdy Road

Langley

Colossus Langley Cinemas, 20090 91A Avenue

Nanaimo

Galaxy Cinemas Nanaimo, 213-4750 Rutherford Road

Richmond

SilverCity Riverport Cinemas, 14211 Entertainment Way

Vancouver

Scotiabank Theatre Vancouver, 900 Burrard Street

EMPIRE Esplanade 6 Cinemas, 200 West Esplanade

Victoria

SilverCity Victoria Cinemas, 3130 Tillicum Road

West Kelowna

Landmark Capitol Theatre, 200 - 3645 Gosset Road

ALBERTA**Calgary**

Scotiabank Theatre Chinook, 6455 Macleod Trail SW

EMPIRE Studio 16 Country Hills, 300-388 Country Hills Blvd NE

Edmonton

Cineplex Odeon South Edmonton Cinemas, 1525-99th Street NW

EMPIRE City Centre 9 Cinemas, 10200 102nd Avenue

Fort McMurray

Landmark Fort McMurray, 10015 Manning Avenue

Fort St. John

Landmark Aurora Cinema Centre 2000, 9600 93 Avenue

Grande Prairie

Landmark Jan Cinema, 9820 - 100th Avenue

MANITOBA**Winnipeg**

SilverCity Polo Park Cinemas, 817 St. James Street

SASKATCHEWAN**Regina**

Galaxy Cinemas Regina, 420 McCarthy Boulevard N

Saskatoon

Galaxy Cinemas Saskatoon, 347 2nd Avenue

ONTARIO**Barrie**

Galaxy Cinemas Barrie, 72 Commerce Park Drive

Brantford

Galaxy Cinemas Brantford, 300 King George Road

Hamilton

SilverCity Hamilton Mountain Cinemas, 795 Paramount Drive

Kingston

Cineplex Odeon Gardiners Road Cinemas, 626 Gardiners Road

Kitchener

EMPIRE Studio 12 Gateway Park, 135 Gateway Park Drive

London

Cineplex Odeon Westmount & VIP Cinemas, 755 Wonderland Road S

Mississauga

Empire Studio 10, 100 City Centre Drive

Newmarket

SilverCity Newmarket Cinemas and XSCAPE Entertainment Centre, 18151 Yonge Street

Niagara Falls

Cineplex Odeon Niagara Square Cinemas, 7555 Montrose Road

Oakville

SilverCity Oakville and VIP Cinemas, 3531 Wyecroft Road

Orleans

EMPIRE Theatres Orleans, 3752 Innes Road

Oshawa

Cineplex Odeon Oshawa Cinemas, 1351 Grandview Street N

Ottawa

Coliseum Ottawa Cinemas, 3090 Carling Avenue

SilverCity Gloucester Cinemas, 2385 City Park Drive

Peterborough

Galaxy Cinemas Peterborough, 320 Water Street

Richmond Hill

SilverCity Richmond Hill Cinemas, 8725 Yonge Street

St. Catharines

EMPIRE Studio 8 Pen Centre, 221 Glendale Ave

Sudbury

SilverCity Sudbury Cinemas, 355 Barrydowne Road

Thunder Bay

SilverCity Thunder Bay Cinemas, 850 North May Street

Toronto

Cineplex Odeon Eglinton Town Centre Cinemas, 22 Lebovic Avenue

Cineplex Odeon Queensway Cinemas, 1025 The Queensway

Cineplex Odeon Sheppard Cinemas, 4861 Yonge Street

Scotiabank Theatre Toronto, 259 Richmond Street W

Waterloo

Galaxy Cinemas Waterloo, 550 King Street N

Windsor

Cineplex Odeon Devonshire Mall Cinemas, 3100 Howard Avenue

QUEBEC**Brossard**

Cineplex Odeon Brossard Cinemas, 9350 boul. Leduc

Drummondville

Cinéma RGFM Drummondville, 755 rue Hains

Gatineau

Starcité Hull Cinemas, 115 boul. Du Plateau

Cinemas 9, 120, boul. de l'Hôpital, suite 100

Joliette

Cinéma Carrefour 10, 220 rue Beaudry Nord

Kirkland

Coliseum Kirkland Cinemas, 3200 rue Jean Yves

Montreal

Scotiabank Theatre Montreal, 977 rue Ste-Catherine O

Saint-Jérôme

Carrefour du Nord, 900 rue Grignon

Ste-Adèle

Cinema Pine, 24, rue Morin

Sorel-Tracy

Cinéma St-Laurent, 8333 industrielle

Ste.Foy

Cineplex Odeon Ste. Foy Cinemas, 1200 boul. Duplessis

NEWFOUNDLAND - TERRE-NEUVE**St. John's**

EMPIRE Studio 12, 48 Kenmount Road

NEW BRUNSWICK - NOUVEAU-BRUNSWICK**Fredericton**

EMPIRE Studio 10 Regent Mall, 1381 Regent Street

Moncton

EMPIRE 8 Trinity Drive, 125 Trinity Drive

Saint John

EMPIRE Studio 10, 175 McAllister Drive

NOVA SCOTIA - NOUVELLE-ÉCOSSE**Dartmouth**

EMPIRE Dartmouth Crossing, 145 Shubie Drive

Halifax

EMPIRE 18 Cinemas & IMAX Theatre - Bayers Lake, 190 Chain Lake Drive

Sydney

EMPIRE Studio 10, 325 Prince Street

PRINCE EDWARD ISLAND**Charlottetown**

EMPIRE Studio 8, 670 University Ave

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 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

Cineplex Inc. ("Cineplex") is the largest motion picture exhibitor in Canada and owns, leases or has a joint-venture interest in 132 theatres with 1,366 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". The Debentures are listed on the TSX under the symbol "CGX.DB". For more information, visit www.cineplex.com.

About SuperVision Media

SuperVision Media are groundbreaking distributors of world-class theatrical content to cinema audiences around the globe. SuperVision offer a new and revolutionary way to experience exclusive events on the big screen, LIVE in 2D, HD and 3D. Our slate of content covers the biggest sporting events, musicals, adaptations of best-selling shows and opera. Clients we have worked with include Formula One, FIFA, ESPN, BBC and SONY.

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For information, interviews or photos 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

Rob Fosterman, Senior Distribution Executive, SuperVision Media,
+44 (0)20 7332 9890, rfosterman@supervisionmedia.net