



FOR IMMEDIATE RELEASE

BBC Proms 2011 Hits the Right Notes at Participating Theatres Across Canada

*Three great performances from the World's Greatest Classical Music Festival
broadcast live, in high-definition on the big screen*

Toronto, ON, (TSX: CGX), July 26, 2011 – Cineplex Entertainment, via our *Front Row Centre Events*, BBC Worldwide Music and BY Experience are pleased to present *BBC Proms 2011*. Captured live, in high-definition from the Royal Albert Hall in London, England and broadcast to participating theatres across Canada, *BBC Proms 2011* is a series of three concert performances. The first concert, *First Night of the Proms Encore Performance*, will be broadcast to cinemas nationally on Saturday, July 30, 2011 at 2:30 p.m. EDT / 11:30 a.m. PDT followed by *Brahms Live!* on Saturday, August 20, 2011 at 2:30 p.m. EDT / 11:30 a.m. PDT and *Last Night of the Proms Live!* on Saturday, September 10, 2011 at 2:30 p.m. EDT / 11:30 a.m. PDT. This year marks the third consecutive year that the *Last Night of the Proms* has been presented in cinemas.

“We are delighted to once again present BBC Proms and also offer guests additional performances from this renowned classical music festival that features many of the top classical musicians in the world,” said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. “BBC Proms 2011 will be captured in stunning high-definition so guests can enjoy the performance live on the big screen while savouring each note.”

The following performances can be enjoyed at participating theatres as part of *BBC Proms 2011*:

First Night of the Proms Encore Performance Saturday, July 30, 2:30 p.m. EDT / 11:30 a.m. PDT

Jiří Bělohlávek conducts the BBC Symphony Orchestra performing Brahms, Liszt and Janáček.

Brahms Live! Saturday, August 20, 2:30 p.m. EDT / 11:30 a.m. PDT

Emanuel Ax performs with the Chamber Orchestra of Europe conducted by Bernard Haitink.

Last Night of the Proms Live! Saturday, September 10, 2:30 p.m. EDT / 11:30 a.m. PDT

Join the traditional Last Night festivities and Lang Lang performs Liszt.

Guests can purchase a ticket package of two or three performances at a special rate; individual performances are also available. Tickets can be purchased at participating theatre box offices, through the Cineplex Mobile Apps and online at www.cineplex.com or our mobile site m.cineplex.com.

BBC Proms 2011 can be enjoyed at the following theatres:

BRITISH COLUMBIA

Langley

Colossus Langley Cinemas, 20090 91A Avenue

Nanaimo

Galaxy Cinemas Nanaimo, 213-4750 Rutherford Road

Richmond

SilverCity Riverport Cinemas, 14211 Entertainment Way

Salt Spring Island

*Art Spring, 100 Jackson Avenue**

Surrey

Cineplex Odeon Strawberry Hill Cinemas, 12161 72nd Avenue

Vancouver

Scotiabank Theatre Vancouver, 900 Burrard Street

Victoria

SilverCity Victoria Cinemas, 3130 Tillicum Road

ALBERTA**Calgary**

Scotiabank Theatre Chinook, 6455 Macleod Trail SW

Edmonton

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

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**Ancaster**

SilverCity Ancaster Cinemas, 771 Golf Links Road

Barrie

Galaxy Cinemas Barrie, 72 Commerce Park Drive

Belleville

Galaxy Cinemas Belleville, 160 Bell Boulevard

Brampton

SilverCity Brampton Cinemas, 50 Great Lakes Drive

Brantford

Galaxy Cinemas Brantford, 300 King George Road

Burlington

SilverCity Burlington Cinemas, 1250 Brant Street

Collingwood

Galaxy Cinemas Collingwood, 6 Mountain Road

Guelph

Galaxy Cinemas Guelph, 485 Woodlawn Road W

Kingston

Cineplex Odeon Gardiners Road Cinemas, 626 Gardiners Road

London

Cineplex Odeon Westmount & VIP Cinemas, 755 Wonderland Road S

SilverCity London Cinemas, 1680 Richmond Street

Mississauga

Coliseum Mississauga Cinemas, 309 Rathburn Road W

Niagara Falls

Cineplex Odeon Niagara Square Cinemas, 7555 Montrose Road

Oakville

SilverCity Oakville and VIP Cinemas, 3531 Wyecroft Road

Orangeville

Galaxy Cinemas Orangeville, 85 Fifth Avenue

Oshawa

Cineplex Odeon Oshawa Cinemas, 1351 Grandview Street N

Ottawa

Cineplex Odeon South Keys Cinemas, 2214 Bank Street

Coliseum Ottawa Cinemas, 3090 Carling Avenue

SilverCity Gloucester Cinemas, 2385 City Park Drive

Owen Sound

Galaxy Cinemas Owen Sound, 1020 10th Street

Peterborough

Galaxy Cinemas Peterborough, 320 Water Street

Richmond Hill

SilverCity Richmond Hill Cinemas, 8725 Yonge Street

Sarnia

Famous Players Lambton 9 Cinemas, 1450 London Road

Sault Ste. Marie

Galaxy Cinemas Sault Ste. Marie, 293 Bay Street

Toronto

Cineplex Odeon Queensway Cinemas, 1025 The Queensway

Cineplex Odeon Sheppard Cinemas, 4861 Yonge Street

Coliseum Scarborough Cinemas, 300 Borough Drive

SilverCity Yonge-Eglinton Cinemas, 2300 Yonge Street

Windsor

Cineplex Odeon Devonshire Mall Cinemas, 3100 Howard Avenue

QUEBEC

Kirkland

Coliseum Kirkland Cinemas, 3200 rue Jean Yves

Montreal

Cineplex Odeon Cavendish Mall Cinemas, 5800 boul. Cavendish

Scotiabank Theatre Montreal, 977 rue Ste-Catherine O

Ste.Foy

Cineplex Odeon Ste. Foy Cinemas, 1200 boul. Duplessi

NOVA SCOTIA

Halifax

*Empire 8 Park Lane, 5657 Spring Garden Road**

**Last Night of the Proms Live! only*

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. 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.

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. With the Metropolitan Opera's Live in HD series, Broadway productions, live broadcasts direct from the stage of London's National Theatre, Bolshoi Ballet performances, classic films, concerts, live sporting events and documentaries, Front Row Centre Events put you in the centre of the action on the big screen!

About BBC Worldwide

BBC Worldwide Limited is the main commercial arm and a wholly owned subsidiary of the British Broadcasting Corporation (BBC). The company exists to maximise the value of the BBC's assets for the benefit of the licence fee payer and invest in public service programming in return for rights. The company has six core businesses: Channels, Content & Production, Sales & Distribution, Consumer Products, Brands, Consumers & New Ventures and Magazines, with digital ventures incorporated into each business area. In 2010/11, BBC Worldwide generated profits of £160 million on sales of £1158 million and returned £182m to the BBC. For more detailed performance information please see our Annual Review website: www.bbcworldwide.com/annualreview

About BY Experience

BY Experience kicked off the digital revolution of live events to movie theaters and other locations globally with David Bowie's 2003 *Reality* album launch and since then, nearly 10 million tickets have been sold worldwide for events BY Experience has distributed and/or produced. BY Experience introduced the live in cinema concept to the Metropolitan Opera, and from conception of the *Live in HD* series in 2006 to the present, has served as the Met's Worldwide HD Distribution Representative. In 2009, BY Experience began working with the U.K.'s National Theatre as International (ex-UK) Distribution Representative for *National Theatre Live*; the third season commences in September 2011. BY Experience teamed up with The New York Times on its speaker's series, *TimesTalks LIVE* for select cinema events with authors John Irving and Steven King, and the creators of ABC's hit series *Lost* (2009 - 2010). BY Experience has produced, distributed, and executive produced several highly successful unique one off events for cinemas, including the Roundabout Theatre Company's production of *The Importance of Being Earnest* (2011), public radio shows *A Prairie Home Companion with Garrison Keillor* (February and October 2010) and *This American Life – Live! with Ira Glass* (April 2008 and May 2009), several high profile concerts including *The Big Four: Metallica, Slayer, Megadeth, Anthrax* (June 2010), *BBC Electric Proms: Robbie Williams* (October 2009), *David Gilmour: Remember That Night – Live from the Royal Albert Hall* (September 2007), and the classic music celebrations *BBC Last Night of the Proms* (September 2009 and September 2010). For more information, visit: www.byexperience.net

For information, interviews or photos please contact:

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