



FOR IMMEDIATE RELEASE

Cineplex Odeon Westshore Cinemas Now Open

Victoria's newest movie theatre features UltraAVX™, 3D and more

Toronto, ON, (TSX: CGX), July 15, 2011 – Cineplex Entertainment is pleased to announce *Cineplex Odeon Westshore Cinemas* is now open. *Harry Potter and the Deathly Hallows Part 2*, *Winnie the Pooh*, *Horrible Bosses* and *Zookeeper* are the movies offered during the opening week at the new theatre. The new seven-screen, 26,200 square foot theatre is located at 2945 Jacklin Road in the Westshore Town Centre in Langford, BC.

“The months of planning and construction have come to an end and we can now officially open the doors and welcome guests to our state-of-the-art new theatre,” said Pat Marshall, Vice President, Communications and Investor Relations. “Guests can now enjoy the latest Hollywood movies in traditional formats and 3D as well as a variety of entertainment options, ranging from concerts to Broadway performances, on the big screen from our Front Row Centre Events.”

Cineplex Odeon Westshore Cinemas is the first all-digital theatre on Vancouver Island. Digital projection systems provide guests with the crispest imagery and sharpest picture onscreen. The theatre is also the first on the Island to offer UltraAVX, a truly immersive movie-going experience. Guests attending a movie in an UltraAVX auditorium are treated to a screen significantly larger on average than our traditional screens, superb Dolby digital surround sound, extra-wide high-back rocker seats and reserved seating.

Cineplex Odeon Westshore Cinemas features 1,300 all stadium rocker seats; big screens and digital surround sound. Four auditoriums, including UltraAVX, are equipped with RealD 3D technology allowing guests to experience the more than 15 movies still to be released in 3D this year. Theatre concessions include traditional movie fare such as popcorn, candy and soft drinks in addition to TCBY, Far Coast specialty coffees and teas and Outtakes, which offers Angus burgers, hot dogs, calzones and other items.

Tickets can be purchased at the theatre box office, through the Cineplex Mobile Apps and online at www.cineplex.com or our mobile site m.cineplex.com. SCENE members who purchase tickets to any movie at *Cineplex Odeon Westshore Cinemas* between July 15th and July 29th will earn triple SCENE points. 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. 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 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 to find out more.

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!

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