



FOR IMMEDIATE RELEASE

New Cineplex Odeon Windermere and VIP Cinemas Opens April 20th

Tickets go on-sale April 18th

*Invitation-only gala event April 18th – Media invited
Grand opening Community Day fundraiser April 28th*

Toronto, ON, April 17, 2012, (TSX: CGX) – Cineplex Entertainment today announced that on April 18th guests can begin purchasing movie tickets for the new *Cineplex Odeon Windermere and VIP Cinemas* which opens on April 20th. Located in the *Currents of Windermere* in Southwest Edmonton, the 11 screen, 49,000 square foot state-of-the-art theatre features seven traditional auditoriums, one UltraAVX™ auditorium, a VIP lounge and three VIP Cinema auditoriums – the first VIP Cinemas to be offered in Alberta.

“This is a beautiful new theatre that will fast become the go-to destination for movie entertainment in Edmonton,” said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. “For the first time in Alberta, we are premiering our VIP Cinemas. These cinemas take movie-going to a whole new level and feature food and beverage service at your seat, adult-only auditoriums and reserved seating. You really have to experience it yourself to appreciate how amazing this concept is,” said Marshall.

A special invitation-only gala event will be held on Wednesday, April 18, 2012. Gala attendees will be the first guests to enjoy a movie in the brand new theatre. Edmonton Mayor Stephen Mandel and Cineplex Entertainment President and CEO Ellis Jacob will be in attendance and will address the guests. Media are invited to attend the event but must confirm their attendance through the contact info listed below by April 18.

Tickets for regular presentations at *Cineplex Odeon Windermere and VIP Cinemas* can be purchased online at www.cineplex.com, via the mobile site m.cineplex.com or through the Cineplex Mobile Apps beginning April 18th. Tickets can also be purchased at the theatre box office starting Friday, April 20, 2012.

Between April 20th and May 4th, SCENE members who purchase movie tickets online or at the theatre box office will receive triple SCENE points. Also during the first two weeks following the opening, SCENE members 18 years of age and older who purchase tickets for VIP Cinemas will receive 500 bonus points. The SCENE program is free to join, to enroll visit www.scene.ca.

Cineplex Odeon Windermere and VIP Cinemas offers theatre guests a wide selection of food offerings. Hot foods such as burgers, hot dogs and fries are available from *Outtakes*, while *Pizza 73* and *TCBY* can also be enjoyed. Complementing traditional movie fare like popcorn, candy and soft drinks is *Poptopia*. This premium brand of popcorn created by Cineplex is sold in sweet and savory flavours that include Cookies and Cream, Caramel, Chicago Mix, All Dressed and more.

Cineplex Odeon Windermere and VIP Cinemas is located at 6151 Currents Drive NW in the *Currents of Windermere*, a major retail development in Southwest Edmonton.

Community Day:

To celebrate the opening of the theatre, Cineplex will host a special Community Day on Saturday, April 28, 2012. The fun-filled event is a morning of free movies and discounted snacks. Regular sized popcorn and soft drinks will be sold for \$2 each during the event with 100% of the proceeds being donated to the Starlight Children's Foundation. "We encourage Edmontonians to attend our Community Day event as it is a fun way to experience the new theatre while raising money for a very worthwhile organization," said Pat Marshall.

About VIP Cinemas:

Guests 18 years of age and older going to a movie in a VIP Cinema auditorium enjoy reserved seating in large leather seats with expanded legroom. In-seat service from an expanded food and beverage menu is another perk guests can enjoy as their food and drink orders are delivered directly to their seat. VIP Cinema guests can also enjoy a wide range of appetizers and an alcoholic beverage if they choose either in the VIP auditorium or the licensed VIP Cinema lounge before or after the movie. The menu features an expanded list of appetizers that include calamari, chicken wings, wraps, and more.

About UltraAVX:

UltraAVX is a fully immersive movie-going experience. Guests are treated to a superior screen presentation with crystal clear digital images projected onto a massive wall-to-wall screen. A powerful 7.1 Dolby digital surround sound system takes the experience to the next level. Also featuring reserved seating, UltraAVX movie-goers are able to select their seats online or at the box office and settle into comfortable, extra-wide, high-back rocker seats to enjoy the movie.

About SCENE:

SCENE is the first and only entertainment rewards program in Canada. The program is free to join and enables SCENE members to earn points for doing they love to do like going to the movies. SCENE members enjoy a host of benefits including an immediate 10% discount on concession purchases as well the opportunity to redeem points for free movies, concession items and more. Visit scene.ca to join today.

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 1,352 screens serving approximately 66 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.

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