

Media Advisory: Thursday, September 30, 2011

Advance Tickets for *The Twilight Saga: Breaking Dawn, Part 1*Go On Sale Starting October 1st

WHAT:

Advance tickets for the highly anticipated release of the Entertainment One movie *The Twilight Saga: Breaking Dawn, Part 1* go on sale October 1, 2011. Guests can purchase tickets at participating Cineplex Entertainment theatre box offices and online at www.cineplex.com or our mobile site m.cineplex.com. The movie opens in wide release on November 18, 2011.

About The Twilight Saga: Breaking Dawn, Part 1

The highly anticipated fourth installment of THE TWILIGHT SAGA, directed by Academy award winner Bill Condon, THE TWILIGHT SAGA: BREAKING DAWN – PART 1 reveals the mysteries of this romantic epic that has entranced millions.

In THE TWILIGHT SAGA: BREAKING DAWN – PART 1, Bella (Kristen Stewart) and Edward (Robert Pattinson), plus those they love, must deal with the chain of consequences brought on by marriage, honeymoon, and the tumultuous birth of a child... which brings an unforeseen and shocking development for Jacob Black (Taylor Lautner).

With more of the romance, passion, intrigue and action that made TWILIGHT, THE TWILIGHT SAGA: NEW MOON, and THE TWILIGHT SAGA: ECLIPSE worldwide blockbusters, THE TWILIGHT SAGA: BREAKING DAWN – Part 1, based on Stephenie Meyer's bestselling book series, begins the conclusion of the tale of vampire love, boundless friendship, acceptance, and finding your true self.

Private screenings and group rates are also available. For more information, call 1-800-313-4461 or email corporatesales@cineplex.com.

WHERE:

Participating Cineplex Entertainment theatres across Canada, please visit www.cineplex.com for locations. Tickets can be purchased at participating theatre box offices and online at www.cineplex.com or our mobile site m.cineplex.com.

WHEN: Beginning Saturday, October 1, 2011

- 30 -

For additional information, 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