



Cineplex Entertainment Announces \$400,000 Donation to the Starlight Children's Foundation

Money raised during the first-ever Community Day

Toronto, ON, (TSX: CGX), October 31, 2011 – Cineplex Entertainment today announced it will donate \$400,000 to the Starlight Children's Foundation after hosting its first-ever National Community Day. On October 22nd, guests began lining up early at Cineplex theatres across Canada for a fun-filled morning of free movies, discounted snacks and other events with 100% of the proceeds going to Starlight.

"Community Day is one way we can say thank you to the many communities that have been so supportive of us over the years and simultaneously raise awareness and funds for the Starlight Children's Foundation," said Pat Marshall, Vice-President Communications and Investor Relations, Cineplex Entertainment. "We are overwhelmed by the generosity of our guests and our Community Day partners who helped make this event such a success. We look forward to doing it again next year."

Cineplex would like to thank Warner Bros. Pictures Canada, RealD, Mars and Wrigley Canada for their donations to support Community Day. Warner Bros. Pictures Canada donated the movies that were enjoyed on Community Day. RealD donated 3D glasses allowing guests to enjoy the 3D experience. Mars and Wrigley Canada donated a portion of the candy that was sold.

In addition to the concession sales, additional funds were raised as theatres sold paper stars which guests could write their name on for \$2 and some theatres offered face painting for \$2. Cineplex also donated all of the revenue from theatre video and interactive game machines during the morning event. Cast members and office staff across Canada volunteered their time to be a part of Community Day.

Community Day featured free family movies and specially discounted concession items. Regular-sized popcorn, soft drinks and select candy items were sold at the reduced price of \$2 each.

The Starlight Children's Foundation is a national, non-profit organization that strives to improve the quality of life for seriously ill children and their families. They provide entertainment, education and other family activities to help these children cope with the pain, fear and isolation of an illness.

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 Starlight Children's Foundation Canada

For more than 20 years Starlight Children's Foundation has been dedicated to improving the quality of life for children with chronic and life-threatening illnesses and life-altering injuries.

Through a broad array of in-patient, out-patient and online resources, Starlight works hard to support seriously ill children and their families from diagnosis through the entire course of medical treatment and beyond. Whether it's a trip to the zoo, a toy-filled playroom or an exciting sporting event, Starlight's mission is to bring fun, joy and giggles right where they are needed the most!

We help seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities. To learn more, visit www.starlightcanada.org.

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