



FOR IMMEDIATE RELEASE

Cineplex Entertainment Introduces Canadian Industry First – On-Screen Interactive Branded Entertainment

Movie-goers will use mobile phones to interact with on-screen content in real time

Toronto, ON, (TSX: CGX), October 20, 2011 – Cineplex Entertainment (“Cineplex”) announced today it has signed an agreement with TimePlay (“TimePlay”), a world leader in multi-player interactive technology and content. Under the agreement, TimePlay will deploy its social mobile platform onto select Cineplex screens. Movie-goers will use their mobile phones to interact with custom branded entertainment on the big screen before the coming soon trailers and the movie starts. This pilot program will begin in the fall at select Cineplex theatres in the Greater Toronto Area.

“This is a first for the Canadian industry and this concept will provide a unique way for advertisers to market their products and services in our theatres,” said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. “Movie-goers are engaged audiences who seek entertainment and escapism. TimePlay’s new technology will deliver a new dimension in interactive entertainment making advertisements even more compelling while enhancing the movie-going experience for our guests.”

Using TimePlay’s patented platform, advertisers can create interactive entertainment experiences and games featuring their brand that allow audience members to participate on the big screen using their mobile phone (smart or flip). To participate, movie-goers will download the “TimePlay” app to their mobile phone. Audience members may then compete against one another on a connected platform; winners will be identified at the end and can be rewarded with a special offer from the advertiser. Participants can also choose to accept promotional offers, information or coupons sent by the advertiser to a player’s mobile phone.

Jon Hussman, CEO of TimePlay, stated, “The world continues to go mobile and social media has permeated mainstream society. TimePlay’s unique interactive technology marries social media to mobile technology creating an entirely new motivating entertainment experience. As a Canadian technology pioneer, we are delighted to partner with Cineplex, another leading Canadian success story.”

“This is an extraordinary opportunity for advertisers and creative agencies to showcase their creativity and immerse their target audience in their messaging,” said Marshall. “Instead of watching an ad for a new car, audiences can interact directly with it on screens 40-60 feet wide.” Cineplex on-screen interactive branded entertainment will run for up to three minutes prior to the coming soon trailers before the movie begins.

Advertisers will appreciate the extensive research associated with this new technology. At the conclusion of the interactive brand campaign, a full range of metrics will be provided including opt-in summary results, registered player information, Facebook registrations and more.

For additional information including a list of participating theatres and how to download the TimePlay app, visit www.cineplex.com/timeplay.

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 TimePlay

TimePlay is a world leader in the multi-player interactive industry. Through its patented social mobile platform, hundreds of people can participate in the same experience, in the same venue. The audience uses mobile phones, tablets or dedicated devices to interact with content on screens, peer to peer or venue to venue – parlaying huge existing audiences and infrastructure into a completely new social entertainment experience. TimePlay has offices in Los Angeles, London and Toronto. For more information, visit www.timeplay.com

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For further 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, 416-323-6648, kyle.moffatt@cineplex.com

Jon Hussman, President and Chief Executive Officer, TimePlay, 416-348-8998 ext. 104, jhussman@timeplay.com