



****MEDIA ADVISORY: Thursday, March 17, 2011****

Cineplex Entertainment to Open Three New UltraAVX™ Auditoriums in Alberta

WHAT: Cineplex Entertainment today announced *Scotiabank Theatre Chinook* and *Cineplex Odeon Sunridge Spectrum Cinemas* in Calgary will each open an UltraAVX auditorium Friday, March 18, 2011. The third new UltraAVX auditorium will open March 25, 2011 at *Scotiabank Theatre Edmonton*. With these new openings, there will be 17 UltraAVX auditoriums located across Canada with more planned to open in 2011. A complete list of UltraAVX locations is available below.

With the sharpest picture, crispest sound and reserved seating, UltraAVX provides our guests with a truly immersive movie-going experience. UltraAVX features wall-to-wall screens that are significantly larger on average than our traditional screens. Christie Solaria 2230 DLP Cinema® projectors provide a superior digital presentation projecting crystal clear images onto the big screen. The system is further enhanced with the addition of RealD 3D technology enabling us to present the latest 3D movies. Complimenting the stunning on-screen picture is a superb digital surround sound system featuring the latest in Dolby digital sound technology. Guests will also love the new reserved seating option especially when they settle in to the extra-wide high back rocker seats. With UltraAVX, you pre-select your own seat, you experience captivating sound with up to 7.1 Dolby digital surround sound and vibrant imagery on a screen that extends wall-to-wall.

Opening March 18, 2011:

Scotiabank Theatre Chinook, 6455 Macleod Trail SW, Calgary, AB

Cineplex Odeon Sunridge Spectrum Cinemas, 400-2555 32nd Avenue, Calgary, AB

Opening March 25, 2011:

Scotiabank Theatre Edmonton, 8882-170 Street, Edmonton, AB

Now Open:

Alberta

SilverCity CrossIron Mills Cinemas & XSCAPE Entertainment Centre, 261055 CrossIron Boulevard, Rocky View (Calgary), AB

Cineplex Odeon North Edmonton Cinemas, 14231-137th Avenue NW, Edmonton, AB

Cineplex Odeon South Edmonton Cinemas, 1525-99th Street NW, Edmonton, AB

British Columbia

Galaxy Cinemas Chilliwack, 8249 Eagle Landing Parkway, Chilliwack, BC

Ontario

Cineplex Odeon Queensway Cinemas, 1025 The Queensway, Toronto, ON
Coliseum Scarborough Cinemas, 300 Borough Drive, Toronto, ON
Scotiabank Theatre Toronto, 259 Richmond Street W, Toronto, ON
SilverCity Yorkdale Cinemas, 3401 Dufferin Street, Toronto, ON
Colossus Vaughan Cinemas, 3555 Highway 7 West, Vaughn, ON
SilverCity Richmond Hill Cinemas, 8725 Yonge Street, Richmond Hill, ON
SilverCity Brampton Cinemas, 50 Great Lakes Drive, Brampton, ON
SilverCity Mississauga Cinemas, 3055 Vega Boulevard, Mississauga, ON
Coliseum Ottawa Cinemas, 3090 Carling Avenue, Ottawa, ON

Quebec

Scotiabank Theatre Montreal, 977 rue Ste-Catherine Ouest, Montreal, QC

WHEN: Friday, March 18, 2011 and March 25, 2011

WHERE: *Scotiabank Theatre Chinook*, 6455 Macleod Trail SW, Calgary, AB
Cineplex Odeon Sunridge Spectrum Cinemas, 400-2555 32nd Avenue, Calgary, AB

Opening March 25, 2011:

Scotiabank Theatre Edmonton, 8882-170 Street, Edmonton, AB

For more information or to purchase tickets and get your reserved seat in the UltraAVX auditorium, please visit the theatre box office or www.cineplex.com.

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For more information, photos or interviews, please contact:

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