



FOR IMMEDIATE RELEASE

Cineplex Entertainment Announces New Theatre for Vancouver, British Columbia

VIP Cinemas, UltraAVX™, 3D among the features to be included

Toronto, ON, (TSX: CGX), October 19, 2011 – Cineplex Entertainment today announced plans to build a new movie theatre in Vancouver, British Columbia. *Cineplex Odeon Marine Gateway and VIP Cinemas* will feature 11 screens consisting of seven traditional auditoriums, one UltraAVX auditorium and three VIP auditoriums. This new 48,000 square foot, 1,940 seat theatre will be located at the Marine Gateway development at Marine Drive and Cambie Street and is scheduled to open in 2014.

“We are so pleased to be a part of this exciting new development in the heart of south Vancouver. Now residents will have a leading edge entertainment experience even closer to home. Our new theatre will be state of the art, featuring our VIP Cinemas and UltraAVX auditoriums that deliver a new level of entertainment,” said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment.

VIP Cinemas provide a premium entertainment experience for guests aged 19 years and older. Each VIP Cinema auditorium features stadium seating with expanded leg room, luxurious high-back leather seats and reserved seating so you can choose exactly where you sit the moment you purchase your ticket. VIP services feature an array of food and beverages including an expanded range of appetizers which will be delivered to your seat via our in-seat service. The theatre will also feature a lounge that will be available exclusively to VIP Cinema guests to enjoy before and after their movie.

UltraAVX, an enhanced audio visual experience, will also be offered at *Cineplex Odeon Marine Gateway and VIP Cinemas*. UltraAVX auditoriums feature significantly larger screens, a superb digital surround sound system utilizing the latest in Dolby digital sound technology, reserved seating and high-back rocker seats.

“Cineplex operates the best movie theatres in the country featuring the latest technology and many other great amenities,” said Dan Turner, Senior Vice President, PCI Developments Corp. “We are very pleased that Cineplex will be a part of Marine Gateway.”

All screens will be equipped with Christie DLP Cinema™ projectors which will provide guests with the crispest imagery and sharpest picture onscreen. Three auditoriums, including UltraAVX, will be equipped with RealD 3D technology allowing guests to experience the many 3D movies available.

Guests will be able to enjoy traditional movie fare such as popcorn and soft in addition to *TCBY* and *Outtakes*, which offers a selection of hot foods including burgers, fries and hot dogs. For more on Cineplex, please visit Cineplex.com.

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.

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