



Vancouver 2010 Coming to a Theatre Near You

- 17 days of Olympic Winter Games coverage available exclusively at 64 Cineplex theatres throughout Canada --
- Theatre Passports on sale December 18 at select Cineplex Theatres --

TORONTO (December 9, 2009) – Lights! Camera! Olympic Games action! Canada’s Olympic Broadcast Media Consortium announced today it is giving fans the opportunity to experience Vancouver 2010 on the big screen in 5.1 digital surround sound like never before with the **CTV Olympic Games Broadcast at Cineplex**. From February 12 to 28, the Consortium’s 17-day coverage of the Games will be showcased live in HD in 64 Cineplex Entertainment theatres throughout Canada, offering fans the ideal environment to share the Games experience with friends and family.

This marks the first time that daily coverage of the Olympic Games will be available to Canadians in movie theatres across the country.

Cineplex operates theatres from Quebec through British Columbia inclusive, and will dedicate one auditorium daily in 64 select locations to present live Olympic Games coverage. A complete list of theatre locations for **CTV Olympic Games Broadcast at Cineplex** is attached and also available at www.CTVOlympics.ca/theatre and www.RDSolympiques.ca/cinema.

“CTV Olympic Games Broadcast at Cineplex delivers on our commitment to provide Canadians with all the tools and vehicles needed to experience the Olympic Games like never before,” said Keith Pelley, President, Canada’s Olympic Broadcast Media Consortium. “This is a unique endeavour that extends the Olympic Games experience beyond traditional viewing while simultaneously bringing communities together to cheer on Canada’s Olympians as they go for gold.”

“The CTV Olympic Games Broadcast at Cineplex is the ideal location for Canadians to share in the Olympic Games spirit by gathering together to cheer on our athletes,” said Pat Marshall, Vice President of Communications and Investor Relations, Cineplex Entertainment. “Not everyone can get to Vancouver, but experiencing the Olympic Games via the broadcast on our giant screens will make you feel as if you are there.”

Just in time for the holidays, Theatre Passports go on sale December 18 at participating Cineplex theatres for \$29.95, providing unlimited access at a chosen theatre location for all 17 days of the Games. The Theatre Passport, which is transferable within the dedicated theatre and can be shared with friends and family, guarantees fans a seat every day for every event, including the highly anticipated Opening Ceremony and the men’s and women’s gold medal hockey games. Individual one-day tickets are available beginning January 15 for \$9.95, granting theatre-goers access to key HD event coverage on any single day.

In addition to passports and single day tickets, private rentals are also available at **CTV Olympic Games Broadcast at Cineplex**. Dedicated auditoriums in each Cineplex theatre can be rented by individuals, groups and/or companies, with customizable hospitality and branding options.

Currently showing in Cineplex theatres in English and French during the pre-show are original vignettes featuring Canadian Olympic hopefuls. Produced by the Consortium, these vignettes provide an up-close and personal look at the lighter side of the athletes, and help Canadians to get to know their Olympians in advance of Vancouver 2010.

About Canada's Olympic Broadcast Media Consortium

Canada's Olympic Broadcast Media Consortium is a unique relationship between leading media conglomerates CTV Inc. and Rogers Media Inc., which together will provide unprecedented coverage and consumer choice in English, French and multi-languages on multiple platforms for the Vancouver 2010 Olympic and Paralympic Winter Games and the London 2012 Games of the Olympiad. Official brands include CTV, TSN, RDS, RIS Info Sports, Rogers Sportsnet, OMNI, OLN, V, APTN, ATN, CTVOlympics.ca, RDSolympiques.ca, The Globe and Mail, Corus Québec and select Rogers radio stations across the country.

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