



FOR IMMEDIATE RELEASE

See Great Family Movies for Only \$2.50 at Participating Cineplex Theatres

A new presentation offered each week at a special time

Toronto, ON, February 7, 2012, (TSX: CGX) - Cineplex Entertainment, via our *Front Row Centre Events*, is pleased to announce a new program focused on families – *Family Favourites*. Each week beginning February 18, 2012, a different family movie will be offered exclusively at participating Cineplex theatres on Saturday mornings at 11 a.m. (local time) at a discounted admission price of \$2.50 for all ages. A portion of all ticket sales will be donated to the Starlight Children’s Foundation.

“We wanted to create a regularly scheduled program that mom, dad and even the grandparents can enjoy with the kids,” said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. “Families can share and celebrate the experience of taking a child to their first movie in a theatre or the return of a beloved movie back on the big screen with the selections that will be a part of our Family Favourites program.”

Tickets are only \$2.50 and can be purchased at participating theatre box offices, online at www.cineplex.com/family or our mobile site m.cineplex.com. *Family Favourites* will be presented year-round. The 2012 schedule includes:

February 18, 2012

The Muppet Movie (1979)

February 25, 2012

The Land Before Time (1988)

March 3, 2012

Jumanji (1995)

March 10, 2012

Shrek (2001)

March 17, 2012

E.T. The Extra-Terrestrial (1982)

March 24, 2012

Stuart Little (1999)

March 31, 2012

The NeverEnding Story (1984)

April 7, 2012

An American Tail (1986)

April 14, 2012

The Great Muppet Caper (1981)

April 21, 2012

Babe (1995)

April 28, 2012

Madagascar (2005)

Family Favourites will play at the following theatres:

BRITISH COLUMBIA

Burnaby

SilverCity Metropolis Cinemas, 4700 Kingsway Avenue

Coquitlam

SilverCity Coquitlam and VIP Cinemas, 170 Schoolhouse Street

Kamloops

Cineplex Odeon Aberdeen Mall Cinemas, 700-1320 Trans Canada Highway

Kelowna

Famous Players Orchard Plaza 5 Cinemas, 160-1876 Cooper Road

Langford

Cineplex Odeon Westshore Cinemas, 2945 Jacklin Road

Langley

Colossus Langley Cinemas, 20090 91A Avenue

Mission

SilverCity Mission Cinemas, 32555 London Avenue

Nanaimo

Galaxy Cinemas Nanaimo, 213-4750 Rutherford Road

Pitt Meadows

Cineplex Odeon Meadowtown Cinemas, 19800 Lougheed Highway

Richmond

SilverCity Riverport Cinemas, 14211 Entertainment Way

Surrey

Cineplex Odeon Strawberry Hill Cinemas, 12161 72nd Avenue

ALBERTA**Calgary**

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

Scotiabank Theatre Chinook, 6455 Macleod Trail SW

Edmonton

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

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

Red Deer

Galaxy Cinemas Red Deer, 357-37400 Highway #2

MANITOBA**Winnipeg**

SilverCity Polo Park Cinemas, 817 St. James Street

SASKATCHEWAN**Regina**

Galaxy Cinemas Regina, 420 McCarthy Boulevard N

Saskatoon

Galaxy Cinemas Saskatoon, 347 2nd Avenue

ONTARIO**Barrie**

Galaxy Cinemas Barrie, 72 Commerce Park Drive

Belleville

Galaxy Cinemas Belleville, 160 Bell Boulevard

Brampton

SilverCity Brampton Cinemas, 50 Great Lakes Drive

Brantford

Galaxy Cinemas Brantford, 300 King George Road

Burlington

SilverCity Burlington Cinemas, 1250 Brant Street

Guelph

Galaxy Cinemas Guelph, 485 Woodlawn Road W

Hamilton

SilverCity Hamilton Mountain Cinemas, 795 Paramount Drive

Kingston

Cineplex Odeon Gardiners Road Cinemas, 626 Gardiners Road

London

SilverCity London Cinemas, 1680 Richmond Street

Milton

Galaxy Cinemas Milton, 1175 Maple Avenue

Mississauga

Coliseum Mississauga Cinemas, 309 Rathburn Road W

Newmarket

SilverCity Newmarket Cinemas and XSCAPE Entertainment Centre, 18151 Yonge Street

Niagara Falls

Cineplex Odeon Niagara Square Cinemas, 7555 Montrose Road

Oshawa

Cineplex Odeon Oshawa Cinemas, 1351 Grandview Street N

Ottawa

Cineplex Odeon South Keys Cinemas, 2214 Bank Street

SilverCity Gloucester Cinemas, 2385 City Park Drive

Peterborough

Galaxy Cinemas Peterborough, 320 Water Street

Richmond Hill

SilverCity Richmond Hill Cinemas, 8725 Yonge Street

Toronto

Cineplex Odeon Eglinton Town Centre Cinemas, 22 Lebovic Avenue

Cineplex Odeon Queensway Cinemas, 1025 The Queensway

Coliseum Scarborough Cinemas, 300 Borough Drive

SilverCity Fairview Mall Cinemas, 1800 Sheppard Avenue E

Vaughan

Colossus Vaughan Cinemas, 3555 Highway 7 W

Waterloo

Galaxy Cinemas Waterloo, 550 King Street N

Windsor

Cineplex Odeon Devonshire Mall Cinemas, 3100 Howard Avenue

QUEBEC**Brossard**

Cineplex Odeon Brossard Cinemas, 9350 boul. Leduc

Gatineau

Starcité Gatineau Cinemas, 115 boul. Du Plateau

Kirkland

Coliseum Kirkland Cinemas, 3200 rue Jean Yves

Laval

Colossus Laval Cinemas, 2800 rue Cosmodôme

Montreal

Starcité Montreal Cinemas, 4825 ave. Pierre de Coubertin

Ste.Foy

Cineplex Odeon Ste. Foy Cinemas, 1200 boul. Duplessis

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 1,352 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 Front Row Centre Events (FRC)

Brought to you by Cineplex Entertainment, Front Row Centre Events bring world class entertainment to your local Cineplex Entertainment theatre and other participating locations! Presented in high-definition with digital surround sound, guests can experience the best in original one-night only and series-based programming. With the Metropolitan Opera's Live in HD series, Broadway productions, live broadcasts direct from the stage of London's National Theatre, Bolshoi Ballet performances, classic films, concerts, live sporting events and documentaries, Front Row Centre Events put you in the centre of the action on the big screen!

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For more information, photos or interviews, please contact:

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