



****MEDIA ADVISORY: Thursday, April 12, 2011****

Cineplex Entertainment Expands UltraAVX™ in British Columbia

*Now open at Scotiabank Theatre Vancouver and SilverCity Riverport Cinemas;
Colossus Langley Cinemas to open April 13th*

WHAT:

Cineplex Entertainment today announced a new UltraAVX auditorium is now open at *Scotiabank Theatre Vancouver* and *SilverCity Riverport Cinemas* (located in Richmond). An UltraAVX auditorium will also open at *Colossus Langley Cinemas* on April 13th.

UltraAVX is a fully immersive movie-going experience that features reserved seating, allowing movie-goers to select their seats online or at the box office when they purchase their tickets. After selecting their seat, guests then settle in to comfortable extra-wide high-back rocker seats to enjoy their movie projected onto a massive wall-to-wall screen. A Christie Solaria™ Series 4230 DLP Cinema® projector provides a superior digital presentation projecting super bright, crystal clear images onto the big screen. The system is further enhanced with the addition of RealD 3D technology enabling the presentation of the latest 3D movies. Complementing the stunning on-screen picture from these new 4K projectors is a powerful 7.1 Dolby digital surround sound system that takes the experience to a whole new level.

Following the April 13th opening at Colossus Langley, there will be 28 UltraAVX auditoriums located across Canada with more planned to open in 2012. A complete list of UltraAVX locations is available below.

Now Open:

British Columbia

SilverCity Metropolis Cinemas, 4700 Kingsway Avenue, Burnaby, BC
Galaxy Cinemas Chilliwack, 8249 Eagle Landing Parkway, Chilliwack, BC
SilverCity Coquitlam and VIP Cinemas, 170 Schoolhouse Street, Coquitlam, BC
Cineplex Odeon Westshore Cinemas, 2945 Jacklin Road, Langford, BC
SilverCity Riverport Cinemas, 14211 Entertainment Way
Scotiabank Theatre Vancouver, 900 Burrard Street, Vancouver, BC

Alberta

Scotiabank Theatre Chinook, 6455 Macleod Trail SW, Calgary, AB
Cineplex Odeon Sunridge Spectrum Cinemas, 400-2555 32nd Avenue, Calgary, AB
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
Scotiabank Theatre Edmonton, 8882-170 Street, Edmonton, AB

Saskatchewan

Galaxy Cinemas Saskatoon, 347 2nd Avenue

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
StarCité Montreal Cinemas, 4825, avenue Pierre-de-Coubertin
Coliseum Kirkland Cinemas, 3200 rue Jean Yves
Cineplex Odeon Brossard Cinemas, 9350 boul. Leduc, Brossard, QC
Colossus Laval Cinemas, 2800 rue Cosmodôme, Laval, QC

WHEN: April 13, 2012

WHERE: **Now Open**
Richmond
SilverCity Riverport Cinemas, 14211 Entertainment Way

Vancouver
Scotiabank Theatre Vancouver, 900 Burrard Street

Opening April 13, 2012:
Colossus Langley Cinemas, 20090 91A Avenue

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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