



FOR IMMEDIATE RELEASE

Cineplex Entertainment to Add 100 RealD 3D Systems

Toronto, ON, February 8, 2012, (TSX: CGX) - Cineplex Entertainment ("Cineplex") and RealD Inc. (NYSE: RLD) today announced that Cineplex will add 100 additional RealD 3D systems to its circuit. Upon completion of the installation, approximately 40% of the Cineplex circuit will be 3D capable. The installation of these RealD 3D systems is scheduled to be completed by June 30th of this year.

"3D movies continue to be very popular with our guests. With more 3D content being released each year, this installation will ensure that we have enough 3D capable systems to satisfy all of our guests and ensure that multiple 3D movies can play in the theatre at the same time," said Ellis Jacob, President and CEO, Cineplex Entertainment. "Cineplex is committed to using technology to ensure that our guests can have the best entertainment experience possible when they visit our theatres."

"Many of the highest profile films this year and beyond are being released in 3D and these additional installations will help assure that movie-goers visiting Cineplex locations will be able to see these highly anticipated movies in fully immersive RealD 3D," said Joseph Peixoto, President, Worldwide Cinema at RealD. "We commend Cineplex for their commitment to giving movie-goers a premium entertainment experience including leveraging RealD's technology advantage to deliver a bright, crisp and clear 3D image on screens of all sizes."

As of December 31, 2011, Cineplex had approximately 400 RealD 3D systems installed across its circuit.

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 RealD Inc.

RealD is a leading global licensor of 3D technologies. RealD's extensive intellectual property portfolio is used in applications that enable a premium 3D viewing experience in the theatre, the home and elsewhere. RealD licenses its RealD Cinema Systems to motion picture exhibitors that show 3D motion pictures and alternative 3D content. RealD also provides its RealD Display, active and passive eyewear, and RealD Format technologies to consumer electronics manufacturers and content producers and

distributors to enable the delivery and viewing of 3D content. RealD's cutting-edge 3D technologies have been used for applications such as piloting the Mars Rover.

RealD was founded in 2003 and has offices in Beverly Hills, California; Boulder, Colorado; London, United Kingdom; Shanghai, China; Hong Kong; and Tokyo, Japan. For more information, please visit our website at www.reald.com.

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