



FOR IMMEDIATE RELEASE

**Donny Osmond and *Joseph and the Amazing Technicolor Dreamcoat* Return
For an Exclusive Live Sing-Along Event at Participating Theatres**

Special opening sequence, introduction and audience Q&A also part of the festivities

Toronto, ON, March 14, 2012, (TSX: CGX) – Sing loud and proud as Cineplex Entertainment, via our *Front Row Centre Events*, and Omniverse Vision, today announced a special sing-along version of *Joseph and Amazing Technicolor Dreamcoat* can be enjoyed at participating movie theatres in Canada. Featuring subtitles so guests can easily follow along and participate, this family-friendly event can be seen on Monday March 26, 2012 at 8 p.m. ET, 7 p.m. CT and PT (time-shifted) and 6 p.m. MT. Donny Osmond will host an introduction before the show begins and a live question-and-answer session following the show. A special encore presentation will also be held Sunday April 15, 2012 at 1:30 p.m. local time.

“People will often sing along quietly with a favourite song when watching a movie or musical but with this event they can sing as loud as they want,” said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. “The sing-along event is also a great way to introduce younger family members to this beloved classic musical.”

Shot at the height of its theatrical run in 1999, this specially remastered version of *Joseph and the Amazing Technicolor Dreamcoat* was captured at London’s Pinewood Studios. Donny Osmond plays Joseph in the iconic role he starred in for more than 2,000 shows across Canada and the U.S. Joining Osmond on stage is Maria Friedman as the Narrator, Joan Collins as Mrs. Potiphar and Sir Richard Attenborough as Jacob.

Joseph and the Amazing Technicolor Dreamcoat follows the biblical story of Jacob and his 12 sons. Sold into slavery by his jealous brothers, Joseph finds favour with the Egyptian noble Potiphar, but finds himself thrown in jail after rejecting the amorous advances of Potiphar’s wife. But Joseph discovers his special powers to interpret dreams, and soon finds himself in front of the mighty Pharaoh. A grateful Pharaoh rewards Joseph handsomely, as Joseph’s brothers journey to Egypt to find favour there, and a joyful reunion between the brothers and their father soon follow.

Tickets for *Joseph and the Amazing Technicolor Dreamcoat* can be purchased at participating theatre box offices and online at www.cineplex.com/events or our mobile site m.cineplex.com.

Joseph and the Amazing Technicolor Dreamcoat can be seen at the following theatres in Canada on March 26th and April 15th:

BRITISH COLUMBIA

Coquitlam

SilverCity Coquitlam and VIP Cinemas, 170 Schoolhouse Street

Kamloops

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

Langford

Cineplex Odeon Westshore Cinemas, 2945 Jacklin Road

Mission

SilverCity Mission Cinemas, 32555 London Avenue

Nanaimo

Galaxy Cinemas Nanaimo, 213-4750 Rutherford Road

Prince George

Famous Players 6 Cinemas, 172-1600 Fifth Avenue

Richmond

SilverCity Riverport Cinemas, 14211 Entertainment Way

Vancouver

Cineplex Odeon Park and Tilford Cinemas, 200-333 Brooksbank Avenue

Cineplex Odeon International Village Cinemas, 88 W Pender St

Vernon

Galaxy Cinemas Vernon, 2306 Highway 6

ALBERTA**Calgary**

Cineplex Odeon Crowfoot Crossing Cinemas, 91 Crowfoot Terrace NW

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

Scotiabank Theatre Chinoak, 6455 Macleod Trail SW

Edmonton

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

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

Grande Prairie

Cineplex Odeon Grande Prairie Cinemas, 10330-109th Street

Lethbridge

Galaxy Cinemas Lethbridge, 501-1st Avenue SW

Red Deer

Galaxy Cinemas Red Deer, 357-37400 Highway #2

MANITOBA**Winnipeg**

SilverCity Polo Park Cinemas, 817 St. James Street

SASKATCHEWAN**Regina**

Cineplex Odeon Southland Mall Cinemas, 3025 Gordon Road

Saskatoon

Galaxy Cinemas Saskatoon, 347 2nd Avenue

ONTARIO

Ajax

Cineplex Odeon Ajax Cinemas, 248 Kingston Road

Ancaster

SilverCity Ancaster Cinemas, 771 Golf Links Road

Aurora

Cineplex Odeon Aurora Cinemas, 15460 Bayview Avenue

Belleville

Galaxy Cinemas Belleville, 160 Bell Boulevard

Brampton

SilverCity Brampton Cinemas, 50 Great Lakes Drive

Brantford

Galaxy Cinemas Brantford, 300 King George Road

Brockville

Galaxy Cinemas Brockville, 2399 Parkedale Avenue

Burlington

SilverCity Burlington Cinemas, 1250 Brant Street

Chatham

Galaxy Cinemas Chatham, 760 St Clair Street

Guelph

Galaxy Cinemas Guelph, 485 Woodlawn Road W

Kitchener

EMPIRE Theatres Kitchener, 135 Gateway Park Drive

London

SilverCity London Cinemas, 1680 Richmond Street

Midland

Galaxy Cinemas Midland, 9226 County Road 93

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

North Bay

Galaxy Cinemas North Bay, 300 Lakeshore Drive

Orillia

Galaxy Cinemas Orillia, 865 West Ridge Boulevard

Ottawa

Cineplex Odeon Barrhaven Cinemas, 131 Riocan Avenue

Cineplex Odeon South Keys Cinemas, 2214 Bank Street

EMPIRE 7 Ottawa, 111 Albert Street, 3rd Floor

Owen Sound

Galaxy Cinemas Owen Sound, 1020 10th Street

Peterborough

Galaxy Cinemas Peterborough, 320 Water Street

Toronto

Coliseum Scarborough Cinemas, 300 Borough Drive

SilverCity Fairview Mall Cinemas, 1800 Sheppard Avenue E

SilverCity Yonge-Eglinton Cinemas, 2300 Yonge Street

Vaughan

Colossus Vaughan Cinemas, 3555 Highway 7 W

Waterloo

Galaxy Cinemas Waterloo, 550 King Street N

Windsor

SilverCity Windsor Cinemas, 4611 Walker Road

QUEBEC

Laval

Colossus Laval Cinemas, 2800 rue Cosmodôme

Montreal

Cineplex Odeon Cavendish Mall Cinemas, 5800 boul. Cavendish

Sherbrooke

Galaxy Cinemas Sherbrooke, 4204 rue Bertrand-Fabi

Ste.Foy

Cineplex Odeon Ste. Foy Cinemas, 1200 boul. Duplessis

NEW BRUNSWICK

Fredericton

EMPIRE Studio 10 Regent Mall, 1381 Regent Street

Moncton

EMPIRE 8 Trinity Drive, 127 Trinity Drive

Saint John

EMPIRE Studio 10, 175 McAllister Drive

NOVA SCOTIA

Halifax

EMPIRE 8 Park Lane, 5657 Spring Garden Road

Sydney

EMPIRE Studio 10, 325 Prince Street

NEWFOUNDLAND

St. John's

EMPIRE Studio 12, 48 Kenmount Road

P.E.I.

West Royalty

EMPIRE Studio 8 Charlottetown, 670 University Avenue

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!

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 66 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 Omniverse Vision

Omniverse Vision is headquartered in London and produces and distributes unique, entertainment-related content for all media platforms with a particular focus on alternative cinema. Omniverse Vision is dedicated to bringing special events to screens around the world that are equipped with state of the art technology including digital platforms and 3D. Omniverse Vision enables the turnkey broadcast of shows as diverse as music concerts, sports and other special events. For more information, visit www.omniversevision.com, www.cinestage.net or www.cinerock.net.

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For information, interviews or photos please contact:

Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment,
416-323-6648, pat.marshall@cineplex.com

Kyle Moffatt, Director, Communications, Cineplex Entertainment,
416-323-6728, kyle.moffatt@cineplex.com