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Cineplex Is Changing the Entertainment Landscape in Winnipeg

Major renovation and new VIP Cinemas to premiere in Winnipeg at Cinema City McGillivray Cinemas SilverCity St. Vital Cinemas to undergo major lobby renovation and add XSCAPE All new seating to be installed at SilverCity Polo Park Cinemas

Toronto, ON, (TSX: CGX), October 20, 2011 – Cineplex Entertainment announced today a number of significant changes to three of its Winnipeg theatres. *Cinema City McGillivray* will undergo a \$4.5 million renovation that will transform movie-going in south Winnipeg with the addition of VIP Cinemas and a conversion to first run film programming. Renovations at *SilverCity St. Vital Cinemas* will result in a new lobby, concession stand and the addition of an XSCAPE Entertainment Centre. At *SilverCity Polo Park Cinemas*, theatre seats will be replaced and both SilverCity Cinemas will have their exterior facades repainted next spring. In total, Cineplex will be investing over \$6.5 million into the Winnipeg market.

“At Cineplex, our goal is to provide our guests with the best entertainment experience possible when they visit our theatres,” said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. “Our VIP Cinemas are a premium entertainment experience that currently is only available in three Ontario locations. We are so pleased to premiere this incredible entertainment offering to Winnipeggers.”

VIP Cinemas provide a premium entertainment experience for guests aged 18 years and older. Each VIP Cinema auditorium features all stadium seating with expanded leg room, luxurious high back leather seats and reserved seating – enabling you to choose exactly where you want to sit. VIP services feature an array of food and beverages including an expanded range of appetizers which will be delivered to your seat via our in-seat service. Before or after the movie, there is a VIP lounge available to VIP Cinema guests.

In addition to adding VIP Cinemas, *Cinema City McGillivray* will be completely renovated. The existing 12 auditoriums will be converted into eight traditional and three VIP auditoriums. All auditoriums will feature the latest Christie DLP Cinema® projectors. Digital projection systems provide the crispest imagery and sharpest onscreen pictures. The theatre will also be equipped with RealD 3D technology enabling guests to experience the latest Hollywood 3D movies. Significantly larger screens and Dolby digital surround sound systems will set the stage for guests to be immersed in the action on screen. Programming will be changed to present first run films and a variety of other entertainment including The Met Opera, Broadway plays, sporting events and other productions from around the world.

The box office and lobby will be completely renovated and a new concession stand will be added featuring *Outtakes* that will offer hot foods such as burgers, hot dogs and fries in addition to the traditional movie fare of popcorn, candy and soft drinks. *TCBY* frozen yogurt and *Pizza Pizza* will also be added.

The renovations at *Cinema City McGillivray Cinemas* will begin early next year. Upon completion in the summer of 2012, the theatre will be renamed *Cineplex Odeon McGillivray and VIP Cinemas*.

SilverCity St. Vital Cinemas is currently undergoing a major lobby renovation that will transform the space to be more welcoming for our guests. The box office and concession stands are being relocated to open up the lobby. A new *XSCAPE Entertainment Centre* will be added that features the latest video and interactive games and a redemption area featuring great prizes. Several games will dispense prize tickets which can be exchanged at a redemption counter for one of many great prizes.

SilverCity Polo Park Cinemas is currently replacing all of its approximately 3500 seats. The seat replacement program is currently underway and will be completed prior to the holiday blockbuster season. Next spring, both *SilverCity Polo Park* and *St. Vital Cinemas* will also have the exterior of their buildings repainted.

Cineplex Entertainment owns and operates the largest number of motion picture theatres in Winnipeg under a number of brands including *SilverCity*, *Famous Players*, *Cinema City* and soon to be *Cineplex Odeon*. In addition to all of these renovations Cineplex has also invested in new digital projection equipment, *RealD 3D* technology and most recently added *IMAX* technology to its *Polo Park Cinemas*.

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 1,351 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.

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