



FOR IMMEDIATE RELEASE

Ford and Canon First to Implement TimePlay's New Social Mobile Platform

Pilot program began in the Greater Toronto Area December 2nd

Toronto, ON, (TSX: CGX), December 5, 2011 – Cineplex Entertainment today announced the first two companies to implement TimePlay's social mobile platform for interactive on-screen branded entertainment are the Ford Motor Company of Canada, Limited and Canon Canada Inc. They have each created customized big screen experiences that guests can interact with using their mobile phones. Both campaigns began December 2, 2011 and will run in participating Cineplex theatres in the Greater Toronto Area as part of a pilot program.

"Ford and Canon are the first two advertisers to pioneer this exciting new technology that will provide movie-goers with a new and interactive way to engage with their brands and products," said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. "Both Ford and Canon have created very different TimePlay experiences and we are looking forward to seeing the audience response. We encourage our guests to download the free Timeplay App and give it a try on their next theatre visit."

Ford worked with Y&R and Mindshare to create an experience that allows participants to use their phones to drive an interactive video featuring the Ford Focus. The 60 second spot, airing before feature presentations, is made up of two parallel short films. Audiences can use their mobile devices to follow the storyline that interests them the most in real-time.

With two parallel films and four chances to interact, moviegoers will likely have a different experience each time. For Ford, it is one more opportunity to demonstrate a leadership role in connectivity and highlight the new technology that is available in the new Ford Focus.

Canon has created a game that asks participants to enhance a photo that was taken in low light. At the start of the game, a darkened image will appear on the big screen. Participants will use their phones and work as a group to throw virtual light balls at the big screen to brighten the image, simulating how the photo would have looked if taken using Canon's PowerShot HS System. Upon completion of the game, participants will be rewarded based on how bright they, as a group made the image.

TimePlay has developed a social mobile patented platform for advertisers and content owners to create interactive entertainment experiences and games featuring their brand that enable audience members to participate in the action occurring on the big screen using their mobile phone (smart or flip). To participate, movie-goers simply download the free TimePlay App to their smartphone or they can dial a phone number that enables their flip phone's number keys. Audience members may then compete with, or against, one another on a connected platform. You can also choose to accept promotional offers, information or coupons sent by the advertiser to a player's mobile phone.

A list of participating Cineplex theatres and information on downloading the TimePlay App can be found on www.cineplex.com/timeplay.

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.

About TimePlay

TimePlay is a world leader in the multi-player interactive industry. Through its patented social mobile platform, hundreds of people can participate in the same experience, in the same venue. The audience uses mobile phones, tablets or dedicated devices to interact with content on screens, peer to peer or venue to venue – parlaying huge existing audiences and infrastructure into a completely new social entertainment experience. TimePlay has offices in Los Angeles, London and Toronto. For more information, visit www.timeplay.com.

About Ford Motor Company

Ford of Canada's operations include a national headquarters, three regional offices, two branch offices, three vehicle assembly and engine manufacturing plants, and two parts distribution centres. Ford employs approximately 6,000 people in Canada, while an additional 18,000 people are employed in the more than 400 Ford and Ford-Lincoln dealerships across the country. For more information, please visit www.ford.ca.

About Canon Canada Inc.

Headquartered in Mississauga, Ontario, the company employs 1,200 people at its offices nation-wide, servicing the Canadian market from coast to coast. Innovation and cutting-edge technology have been essential ingredients in Canon's success. Canon's leadership in imaging, optical and document management technology and solutions is based in large part on the thousands of patents the company has secured throughout its history. Since 1994, Canon Inc. is among the top four US patent recipients.

The company's comprehensive product line includes networked multifunction devices; digital copiers (colour and black and white); printers, scanners, image filing systems and facsimile machines; calculators, digital camcorders, digital cameras and lenses; medical imaging equipment, semiconductor, broadcast and other specialized industrial products.

For more information, visit www.canon.ca.

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

Jon Hussman, President and Chief Executive Officer, TimePlay,
416-348-8998 ext. 104, jhussman@timeplay.com

Mark van Tol, Senior Consultant, NATIONAL Public Relations (Ford Canada)
416-848-1411, mvantol@national.ca