



FOR IMMEDIATE RELEASE

**Be the first to see the latest James Bond film, *SKYFALL*, exclusively
in UltraAVX and IMAX on November 8**

Toronto, ON, (TSX: CGX), October 25, 2012 – Cineplex Entertainment today announced that select theatres will offer special one day advance *UltraAVX*[™] and IMAX[®] screenings of the James Bond film, *SKYFALL*, beginning at midnight on Wednesday, November 7 (12:07 a.m. on Thursday, November 8) and throughout the day on Thursday, November 8.

The film will play in 30 *UltraAVX* locations and 15 IMAX locations. A complete list of theatres is available below. Check cineplex.com, or the Cineplex mobile app for showtimes.

“Advance screenings of *SKYFALL* are a great opportunity for fans of the James Bond franchise to get the first look at this highly anticipated movie,” said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. “The opportunity to see the film in *UltraAVX* or IMAX takes the experience to a whole new level.”

Participating UltraAVX Locations

British Columbia

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

Alberta

Calgary – *SilverCity CrossIron Mills Cinemas and XSCAPE Entertainment Centre*, 261055 CrossIron Boul.
Calgary – *Cineplex Odeon Sunridge Spectrum Cinemas*, 400-2555 32nd Avenue
Edmonton – *Cineplex Odeon North Edmonton Cinemas*, 14231-137th Avenue NW
Edmonton – *Cineplex Odeon Windermere and VIP Cinemas*, 6151 Currents Drive NW
Edmonton – *Cineplex Odeon South Edmonton Cinemas*, 1525-99th Street NW

Saskatchewan

Saskatoon – *Galaxy Cinemas Saskatoon*, 347 2nd Avenue

Manitoba

Winnipeg – *SilverCity St. Vital and XSCAPE Entertainment Centre*, 160-1255 St. Mary’s Road (NEW)

Ontario

Brampton – *SilverCity Brampton Cinemas*, 50 Great Lakes Drive
Hamilton – *SilverCity Hamilton Mountain Cinemas*, 795 Paramount Drive (NEW)
Kingston – *Cineplex Odeon Gardiners Road Cinemas*, 626 Gardiners Road
Newmarket – *SilverCity Newmarket Cinemas and XSCAPE Entertainment Centre*, 18151 Yonge Street
Ottawa – *Coliseum Ottawa Cinemas*, 3090 Carling Avenue
Richmond Hill – *SilverCity Richmond Hill Cinemas*, 8725 Yonge Street
Sudbury – *SilverCity Sudbury Cinemas*, 355 Barrydowne Road
Toronto – *Cineplex Odeon Eglinton Town Centre Cinemas*, 22 Lebovic Avenue
Toronto – *Coliseum Scarborough Cinemas*, 300 Borough Drive
Toronto – *Cineplex Odeon Queensway Cinemas*, 1025 The Queensway
Toronto – *SilverCity Yonge-Eglinton Cinemas*, 2300 Yonge Street
Toronto – *SilverCity Yorkdale Cinemas*, 3401 Dufferin Street

Quebec

Brossard – *Cineplex Odeon Brossard Cinemas*, 9350 boul. Leduc
Gatineau – *Starcité Gatineau Cinemas*, 115 boul. Du Plateau
Kirkland – *Coliseum Kirkland Cinemas*, 3200 rue Jean Yves
Laval – *Colossus Laval Cinemas*, 2800 rue Cosmodôme
Montreal – *Starcité Montreal Cinemas*, 4825 ave. Pierre de Coubertin
Ste. Foy – *Cineplex Odeon Ste. Foy Cinemas*, 1200 boul. Duplessis

Participating IMAX Locations

British Columbia

Langley – *Colossus Langley Cinemas*, 20090 91A Avenue
Richmond – *SilverCity Riverport Cinemas*, 14211 Entertainment Way
Victoria – *SilverCity Victoria Cinemas*, 3130 Tillicum Road

Alberta

Calgary – *Scotiabank Theatre Chinook*, 6455 Macleod Trail SW
Edmonton – *Scotiabank Theatre Edmonton*, 8882-170 Street

Manitoba

Winnipeg – *SilverCity Polo Park Cinemas*, 817 St. James Street

Ontario

Ancaster – *SilverCity Ancaster Cinemas*, 771 Golf Links Road
Ottawa – *SilverCity Gloucester Cinemas*, 2385 City Park Drive
London – *SilverCity London Cinemas*, 1680 Richmond Street
Mississauga – *Coliseum Mississauga Cinemas*, 309 Rathburn Road W
Mississauga – *Cineplex Odeon Courtney Park Cinemas*, 110 Courtney Park Drive
Toronto – *Scotiabank Theatre Toronto*, 259 Richmond Street W
Vaughan – *Colossus Vaughan Cinemas*, 3555 Highway 7 W
Windsor – *SilverCity Windsor Cinemas*, 4611 Walker Road

Quebec

Montreal – *Scotiabank Theatre Montreal*, 977 rue Ste-Catherine O

About UltraAVX™

UltraAVX™ provides guests with the sharpest picture, a powerful digital surround sound system and reserved seating, delivering a truly immersive movie-going experience. *UltraAVX™* features wall-to-wall screens that are significantly larger on average than our traditional screens. Christie Solaria™ Series 4230 DLP Cinema® projectors provide 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 superb 7.1 Dolby digital surround sound system that envelops the audience and takes the cinema experience to a whole new level. Guests will enjoy the super comfy high-back rocker seats. Because all seats are reserved, guests can select the specific seat(s) they want in the auditorium when they purchase their tickets.

About Cineplex Entertainment:

Cineplex Inc. (“Cineplex”) is one of Canada’s leading entertainment companies and operates one of the most modern and fully digitized motion picture theatre circuits in the world. A top-tier Canadian brand, Cineplex operates numerous businesses including theatrical exhibition, food services, gaming, alternative programming (Front Row Centre Events), Cineplex Media, Cineplex Digital Solutions and the online sale of home entertainment content through CineplexStore.com and on apps embedded in various electronic devices. Cineplex is also a joint venture partner in SCENE – Canada’s largest entertainment loyalty program.

Cineplex is headquartered in Toronto, Canada, and operates 133 theatres with 1,438 screens from British Columbia to Quebec, serving approximately 70 million guests annually through the following theatre brands: Cineplex Odeon, SilverCity, Galaxy Cinemas, Colossus, Coliseum, Scotiabank Theatres, Cineplex VIP Cinemas, Famous Players and Cinema City. Cineplex also owns and operates the UltraAVX, Poptopia, and Outtakes brands. Cineplex trades on the Toronto Stock Exchange under the symbol CGX. More information is available at cineplex.com.

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