



**FOR IMMEDIATE RELEASE**

**Cineplex Completes Acquisition of Four AMC Theatres in Canada**  
*Theatres will be closed today, Thursday, July 12, for the transition*

Toronto, ON, (TSX: CGX), July 12, 2012 - Cineplex Inc. ("Cineplex") today announced it has completed the acquisition of four theatres from Kansas City, MO based AMC Entertainment Inc. ("AMC"). The theatres will be closed today only, Thursday July 12, and will reopen late Friday afternoon. Effective tomorrow, Friday, July 13, tickets will be available at theatre box offices, online via [www.cineplex.com](http://www.cineplex.com), on our mobile site [m.cineplex.com](http://m.cineplex.com) and through the Cineplex Mobile App.

"We are pleased to welcome the approximately 250 theatre employees to our company and to add these theatres to our circuit," said Ellis Jacob, President and CEO, Cineplex Inc. "As Canada's largest and most successful theatre exhibitor, we look forward to offering guests in these locations an enhanced entertainment experience."

Additionally, theatre guests will immediately be able to use AMC and Cineplex gift cards, corporate coupons and movie passes at each of these locations. We also encourage new guests to join our SCENE loyalty program. SCENE provides members with an immediate 10 per cent discount on concession purchases, in addition to the ability to earn SCENE points with the purchase of tickets, concessions and items from the Cineplex Store.

Cineplex Tuesdays will be in effect at these theatres beginning July 17<sup>th</sup>. Guests will receive an approximate 40 per cent discount on general admission Tuesday movie tickets. In addition, SCENE members will receive an additional 10 per cent discount on Tuesday admissions making it one more reason to become part of Canada's most successful entertainment loyalty program.

Cineplex will invest in each of these locations and may add its proprietary UltraAVX™ auditoriums, VIP Cinemas or XSCAPE Entertainment Centres to one or more of the locations. By September 30, 2012, all remaining 35mm theatre projectors will be converted to Christie digital DLP Cinema® projectors, making the acquired theatres 100 per cent digital. Additional RealD 3D systems may also be added to these locations and all existing IMAX theatres will remain in operation.

Theatre locations include:

**Cineplex Odeon Courtney Park Cinemas**  
*(formerly AMC Courtney Park - 16 screens)*  
(Hwy 10 and Hwy 401)  
110 Courtney Park Drive  
Mississauga, ON

**Cineplex Odeon Yonge & Dundas Cinemas**  
*(formerly AMC Yonge & Dundas - 24 screens)*  
10 Dundas Street East  
Toronto, ON

**Cineplex Odeon Winston Churchill Cinemas**

**Cineplex Odeon Forum Cinemas, Montreal**

*(formerly AMC Winston Churchill - 24 screens)*  
(Winston Park Drive and the QEW)  
2081 Winston Park Drive  
Oakville, ON

*(formerly AMC Forum - 22 screens)*  
2313 St. Catherine Street West  
Montreal, QC

**About Cineplex Entertainment**

Cineplex Inc. ("Cineplex") is the largest motion picture exhibitor in Canada and with today's acquisition owns leases or has a joint-venture interest in 134 theatres with 1,445 screens serving approximately 69 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](http://www.cineplex.com).

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