



FOR IMMEDIATE RELEASE

**New IMAX® Theatre at *SilverCity Ancaster Cinemas* Opens on October 7th
With *Real Steel: The IMAX Experience***

Media and select SCENE members invited to an advance presentation October 6th

Toronto, ON, (TSX: CGX), September 28, 2011 – Cineplex Entertainment today announced the new IMAX® theatre at *SilverCity Ancaster Cinemas* will open on Thursday, October 6th with a special promotional presentation of *Real Steel: The IMAX Experience* from DreamWorks Pictures. Regular presentations at the IMAX theatre will begin October 7th.

Media are invited to attend the opening of the IMAX theatre at *SilverCity Ancaster Cinemas* on Thursday, October 6th at 7 p.m. Only media who have confirmed their attendance will be given entry to the event. To confirm, please contact [Kyle Moffatt](#) at Cineplex Entertainment.

“We are delighted to bring The IMAX Experience® to guests attending our *SilverCity Ancaster Cinemas*,” said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. “Guests can now enjoy the latest movies released in the IMAX format leading up to, and through the highly anticipated holiday movie season.”

The IMAX theatre at *SilverCity Ancaster Cinemas* provides guests with an immersive movie-going experience. The theatre features revolutionary projection technology that delivers crystal-clear images and is complemented by IMAX’s latest sound system, which features its proprietary loudspeaker technology and uncompressed digital sound.

Members of our SCENE program will earn 500 bonus SCENE points when they purchase tickets for *Real Steel* in IMAX at *SilverCity Ancaster Cinemas* between October 7th and October 27th. The SCENE program allows members to earn SCENE points with every movie admission ticket purchased at Cineplex theatres. Members can then redeem their points for free movies, concession items and other great entertainment rewards. The SCENE program is free to join, to enroll visit www.scene.ca.

Tickets can be purchased for upcoming IMAX and traditional presentations at the theatre box office, through the Cineplex Mobile Apps and online at www.cineplex.com or our mobile site m.cineplex.com.

About *Real Steel*

A gritty, white-knuckle, action ride set in the near-future where the sport of boxing has gone high-tech, *Real Steel* stars Hugh Jackman as Charlie Kenton, a washed-up fighter who lost his chance at a title when 2000-pound, 8-foot-tall steel robots took over the ring. Now nothing but a small-time promoter, Charlie earns just enough money piecing together low-end bots from scrap metal to get from one underground boxing venue to the next. When Charlie hits rock bottom, he reluctantly teams up with his estranged son Max (Dakota Goyo) to build and train a championship contender. As the stakes in the brutal, no-holds-barred arena are raised, Charlie and Max, against all odds, get one last shot at a comeback.

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 SCENE

SCENE is the Scotiabank and Cineplex Entertainment customer rewards program. Subscription to SCENE program is free, offers members an immediate 10 per cent discount on concession purchases, and enables members to earn and redeem points for music, movies, DVDs, movie downloads and concessions. Members can also accelerate their earning power with the SCENE ScotiaCard® (debit card) and SCENE VISA card. Visit www.scene.ca to find out more.

About IMAX Corporation

IMAX Corporation is one of the world's leading entertainment and technology companies, specializing in the creation and delivery of premium, awe-inspiring entertainment experiences. With a growing suite of cutting-edge motion picture and sound technologies, and a globally recognized entertainment brand, IMAX is singularly situated at the convergence of the entertainment industry, innovation and the digital media world. The industry's top filmmakers and studios are utilizing IMAX theatres to connect with audiences in extraordinary ways, and as such, the IMAX network is among the most important and successful theatrical distribution platforms for major event films around the globe. The Company's new digital projection and sound systems - combined with a growing blockbuster film slate - are fueling the rapid expansion of the IMAX network in established markets such as North America, Western Europe, and Japan, as well as emerging markets such as China and Russia. IMAX theaters deliver the world's best cinematic presentations using proprietary IMAX®, IMAX 3D®, and IMAX DMR® (Digital Re-Mastering) technologies. IMAX DMR enables virtually any motion picture to be transformed into the unparalleled image and sound quality of The IMAX Experience®.

IMAX is headquartered in New York, Toronto and Los Angeles, with offices in London, Tokyo and Shanghai. As of June 30, 2011, there were 560 IMAX theatres (417 commercial multiplex, 25 commercial destination and 118 institutional) operating in 46 countries.

IMAX®, IMAX® 3D, IMAX DMR®, Experience It In IMAX®, An IMAX 3D Experience® and The IMAX Experience® are trademarks of IMAX Corporation. More information about the Company can be found at www.imax.com. You may also connect with IMAX on Facebook (www.facebook.com/imax), Twitter (www.twitter.com/imax) and YouTube (www.youtube.com/imaxmovies).

This press release contains forward looking statements that are based on management's assumptions and existing information and involve certain risks and uncertainties which could cause actual results to differ materially from future results expressed or implied by such forward looking statements. Important factors that could affect these statements include, but are not limited to, general economic, market or business conditions, including the length and severity of the current economic downturn, the opportunities that may be presented to and pursued by the Company, competitive actions by other companies, the performance of IMAX

DMR films, conditions in the in-home and out-of home entertainment industries, the signing of theatre system agreements, changes in law or regulations, conditions, changes and developments in the commercial exhibition industry, the failure to convert theatre system backlog into revenue, new business initiatives, investments and operations in foreign jurisdictions and any future international expansion, foreign currency fluctuations and the Company's prior restatements and the related litigation. These factors and other risks and uncertainties are discussed in the Company's most recent Annual Report on Form 10-K and most recent Quarterly Reports on Form 10-Q.

-30-

For information, interviews or photos please contact:

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