



FOR IMMEDIATE RELEASE

**Cineplex Entertainment Offers PayPal Payment Option for
Guests Purchasing Tickets From Their Computer or On the Go**

Tickets for Cineplex theatres can be purchased online or from a mobile device

TORONTO, ON, (TSX: CGX) – February 11, 2011: Cineplex Entertainment announced today that guests now have the option of using PayPal when purchasing tickets to a movie or other form of entertainment at Cineplex Entertainment theatres. A PayPal account can be used to purchase tickets from Cineplex.com, the Cineplex Mobile Apps, or our mobile site m.cineplex.com.

For a limited time only, guests can enjoy something special from Cineplex Entertainment and PayPal. From February 10-17, 2011, guests who purchase \$20 CAD or more in tickets for Cineplex theatres using their PayPal account will receive \$10 CAD cash back to their PayPal account. Some restrictions apply so visit <https://www.paypal-marketing.ca/cineplex/en/> for full promotional details.

“We offer our guests several different payment options and now we are pleased to make PayPal available,” said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. “PayPal is a well-known and widely used payment method, which we want to make available to our guests for their online and mobile ticket purchases.”

PayPal allows guests to complete transactions using their PayPal account balance, bank account or credit card. When purchasing a ticket for a movie or an event at Cineplex Entertainment theatres, guests can select PayPal as the payment option after they have chosen the show time and entered the quantity of tickets. Guests are then transferred to PayPal's secure Web site where they then log in to their PayPal account and confirm the transaction.

“Canadians use PayPal to make an online transaction every second, making PayPal Canada’s most loved way to pay and get paid online,” said Darrell MacMullin, General Manager, PayPal Canada. “Cineplex has made it incredibly convenient to purchase movie tickets online or with a mobile device and PayPal helps to make these transactions fast, easy and secure.”

About Cineplex Entertainment

Cineplex Inc. ("Cineplex") is the largest motion picture exhibitor in Canada and owns, leases or has a joint-venture interest in 132 theatres with 1,366 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". The Debentures are listed on the TSX under the symbol "CGX.DB". For more information, visit www.cineplex.com.

About PayPal

PayPal is the faster, safer way to pay and get paid online. The service allows members to send money without sharing financial information, with the flexibility to pay using their account balances, bank accounts or credit cards. With more than 94 million active accounts in 190 markets and 24 currencies around the world, PayPal enables global ecommerce. PayPal is an eBay company. The company's open payment platform, PayPal X, allows developers to build innovative payment applications on multiple platforms and devices. More information about the company can be found at <http://www.PayPal.ca>

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