



****MEDIA ADVISORY: Tuesday, June 14, 2011****

***Transformers: Dark of the Moon* Advance Tickets on Sale Beginning June 15, 2011**
Special midnight screenings also announced

WHAT: SCENE members will have an exclusive two-day window to purchase advance tickets for *Transformers: Dark of the Moon* beginning Wednesday, June 15, 2011. The general public can purchase their advance tickets beginning Friday, June 17, 2011. The SCENE program is free to join, to enroll visit www.scene.ca.

Special midnight screenings of *Transformers: Dark of the Moon* will also be presented in 3D on Tuesday, June 28th (officially 12:01 a.m. on Wednesday, June 29th) at select Cineplex Entertainment theatres including our UltraAVX™ auditoriums and in IMAX® where available.

Tickets will be available at participating theatre box offices, through the Cineplex Mobile App and online at www.cineplex.com or our mobile site m.cineplex.com.

About Transformers: Dark of the Moon

The war on Cybertron between the Autobots and Decepticons appears lost. The leader of the Autobots, Sentinel Prime, attempts to launch the Ark from their planet, with technology that could have saved his kind. It gets attacked and crashes on Earth's moon in 1961, when President John F. Kennedy makes his famous promise to the nation to put a man on the moon. The 1969 NASA moon landing is actually an investigation of the wrecked spacecraft. As Sam Witwicky goes into adulthood and tries to move on from Mikaela, the Autobots learn of a Cybertronian spacecraft on the Moon. They race against the Decepticons to be first to find it and learn its secrets.

The movie opens Wednesday, June 29, 2011.

Private screenings and group rates are also available. For more information, call 1-800-313-4461 or email corporatesales@cineplex.com.

WHEN: Tickets for *Transformers: Dark of the Moon* go on sale Wednesday, June 15, 2011 for SCENE members and Friday, June 17, 2011 for the general public.

WHERE: Participating Cineplex Entertainment theatres across Canada, please visit www.cineplex.com for locations. Tickets can be purchased at participating theatre box offices, through the Cineplex Mobile Apps and online at www.cineplex.com or our mobile site m.cineplex.com.

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For more information, photos or interviews, please contact:

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