



**FOR IMMEDIATE RELEASE**

## ***Cineplex Odeon Windermere and VIP Cinemas to Open April 20th***

*Edmonton's newest movie theatre is the first in Alberta with VIP Cinemas*

Toronto, ON, March 26, 2012, (TSX: CGX) – On Friday, April 20th, Cineplex Entertainment will open the doors of *Cineplex Odeon Windermere and VIP Cinemas* to welcome guests for the latest movies and *Front Row Centre Events*. Located in the *Currents of Windermere*, the 11 screen, 49,000 square foot state-of-the-art theatre features seven traditional auditoriums, one UltraAVX™ auditorium and three VIP Cinema auditoriums. RealD 3D technology will be featured in five auditoriums so guests can enjoy the latest 3D movies and events.

“By offering VIP Cinemas, UltraAVX and traditional auditoriums, Cineplex Odeon Windermere and VIP Cinemas will provide a unique movie-going experience for everyone,” said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. “With great onscreen entertainment and an expanded food selection, our guests can spend their entire evening at the theatre for a complete night out.”

*Cineplex Odeon Windermere and VIP Cinemas* is the first theatre in Alberta with VIP Cinemas. The VIP Cinemas experience will bring a number of enhanced services to movie-goers 18 years of age and older. Guests going to a movie in a VIP Cinema auditorium can purchase their tickets online or from a dedicated box office and enjoy reserved seating in large leather seats with expanded legroom and movable tray tables. In-seat menu service is another perk guests also enjoy as they can have their food and drink order brought directly to their seat. A licensed lounge is also available for guests 18 years of age and older to enjoy. The lounge features an expanded menu that includes calamari, chicken wings, wraps, and more.

UltraAVX is a fully immersive movie-going experience. Guests enjoy a superior digital presentation with crystal clear images on a massive wall-to-wall screen. A powerful 7.1 Dolby digital surround sound system takes the experience to a whole new level. Also featuring reserved seating, UltraAVX movie-goers are able to select their seats online or at the box office and settle into comfortable, extra-wide, high-back rocker seats to enjoy their movie.

In addition to traditional movie fare like popcorn and soft drinks, *Cineplex Odeon Windermere and VIP Cinemas* will have a diverse selection of food offerings for guests to enjoy while they are watching a movie or *Front Row Centre* event. The theatre will be the first in Edmonton to offer Poptopia, a premium brand of popcorn created by Cineplex and sold in sweet or savoury flavours that include Cookies and Cream, Caramel, Chicago Mix, All Dressed and more. Other food choices available to guests include Pizza 73, TCBY and Outtakes, which offers hot foods such as burgers, hot dogs and fries. A licensed lounge is also available for guests 18 years of age and older to enjoy. The lounge features an expanded menu that includes calamari, chicken wings, wraps, and more.

*Front Row Centre Events* will present exclusive events in high-definition with Dolby digital surround sound. The Met: *Live in HD* series will be the first *Front Row Centre Events* program presented at the new theatre as it will be offered in the VIP Cinemas.

Tickets will soon be available for VIP Cinemas, UltraAVX and traditional presentations at *Cineplex Odeon Windermere and VIP Cinemas*. Closer to the opening date, guests will be able to buy tickets at the theatre box office, online at [www.cineplex.com](http://www.cineplex.com) or our mobile site [m.cineplex.com](http://m.cineplex.com) and through the Cineplex Mobile Apps.

*Cineplex Odeon Windermere and VIP Cinemas* is located at 6151 Currents Drive NW in the *Currents of Windermere*, a major retail development in southwest Edmonton. The development is anchored by the theatre and other major North American retailers.

#### **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 1,352 screens serving approximately 66 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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