



****Media Advisory: Tuesday, February 21, 2012****

***May the Odds Be Ever In Your Favour with Advance Tickets
for *The Hunger Games* at Participating Cineplex Entertainment Theatres***
Special midnight screenings also announced

WHAT: Beginning Wednesday, February 22, 2012, guests can purchase advance tickets for the highly anticipated movie *The Hunger Games* based on the bestselling book by Suzanne Collins. Tickets can be purchased at participating Cineplex theatre box offices and online at www.cineplex.com or our mobile site m.cineplex.com.

Special midnight screenings of *The Hunger Games* will be presented on Thursday, March 22nd (officially 12:01 a.m. on Friday, March 23rd) at select Cineplex Entertainment theatres including our UltraAVX™ auditoriums and in IMAX® where available. The movie opens in wide release on March 23, 2012.

Also starting February 22nd, Cineplex movie-goers will have the chance to win a trip for two to the North American district of their choice! Participants must enter on cineplex.com/hungergames and collect one of 11 district keywords. Participants, who collect all 11 keywords and enter them online, will be rewarded with double the number of entries. The district keywords will be scattered across many forms of media and in theatres.

About The Hunger Games

Every year in the ruins of what was once North America, the nation of Panem forces each of its twelve districts to send a teenage boy and girl to compete in *The Hunger Games*. Part twisted entertainment, part government intimidation tactic, *The Hunger Games* are a nationally televised event in which "Tributes" must fight with one another until one survivor remains. Pitted against highly-trained Tributes who have prepared for these Games their entire lives, Katniss is forced to rely upon her sharp instincts as well as the mentorship of drunken former victor Haymitch Abernathy. If she's ever to return home to District 12, Katniss must make impossible choices in the arena that weigh survival against humanity and life against love.

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

WHERE: Participating Cineplex Entertainment theatres across Canada, please visit www.cineplex.com for locations.

WHEN: Beginning Wednesday, February 22, 2012

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For additional information, please contact:

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