



**FOR IMMEDIATE RELEASE**

## **Cineplex to Debut VIP Cinemas in Quebec at *Cineplex Odeon Brossard Cinemas***

*Reserved seating, private VIP entrance and box office, expanded menu and in-seat service*

Toronto, ON, (TSX: CGX), January 23, 2012 – Cineplex Entertainment today announced VIP Cinemas will be added to *Cineplex Odeon Brossard Cinemas* later this year. The VIP Cinemas and licensed lounge will be built on the east side of the building and will feature four VIP auditoriums, a licensed lounge and a private entrance with its own box office. Construction on the 17,000 sq. ft. VIP Cinemas addition will begin this spring and is scheduled to be completed in the fall.

VIP Cinemas provide a premium entertainment experience exclusively for guests aged 18 years and older. When purchasing tickets, guests choose exactly where they would like to sit in the auditorium as all seats are reserved. Each VIP Cinema auditorium features all stadium seating with extra leg room and luxurious high-back leather seats that will be fitted with movable tray tables. When a guest takes their seat in the VIP auditorium, a Cast Member will take their food and beverage order from an expanded menu that includes all the traditional concession items in addition to an expanded range of appetizers. The guest's order will then be delivered to their seat via our VIP in-seat service. Before or after the movie, a licensed lounge will also be available to VIP Cinema guests.

"VIP Cinemas offer a guest a premium entertainment experience that begins the moment they enter the theatre," said Daniel Séguin, Vice President, Operations, Eastern Canada and General Manager, Quebec, Cineplex Entertainment. "The reserved seating, in-seat food and beverage service and the latest cinema technical advances will make watching a movie at our VIP Cinemas in Brossard the best movie-going experience available in Quebec."

*Cineplex Odeon Brossard Cinemas* will be the first VIP Cinema in Quebec and will be located at *Quartier Dix30*, the largest lifestyle shopping centre in Canada. The VIP auditoriums will feature Christie Solaria™ Series 2230 DLP Cinema® projectors and will be enhanced with REALD 3D systems and latest Dolby Digital 7.1 surround sound systems – representing the latest in Dolby digital sound technology. The front row of each auditorium will feature leather recliners so that guests can lie back and enjoy the show with their feet up!

There are currently four VIP Cinemas in Canada (3 in Ontario and 1 in British Columbia) with more locations scheduled to open later this year. Additional locations are still to be announced.

### **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 70 million guests annually. The largest and most successful exhibitor in Quebec, Cineplex operates 19 theatres and two drive-ins totaling 234 screens and serves approximately 11 million guests annually. Headquartered in Toronto with a regional office in Montreal, 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, with a workforce of approximately 10,000 employees across the

country including approximately 1,300 in the Province of Quebec, the company operates the following top tier brands: Cineplex Odeon, Galaxy, Famous Players, Colossus, Coliseum, SilverCity, 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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