



Leonardo Live, the First-Ever Tour of a Fine Art Exhibition Comes to Participating Canadian Theatres via Satellite in February

Leonardo Live is a showcase of the completely sold out Leonardo da Vinci exhibition at the National Gallery in London

Toronto, ON, (TSX: CGX), December 21, 2011- Cineplex Entertainment, via their *Front Row Centre Events*, and BY Experience present *Leonardo Live*, a satellite-delivered HD presentation of the once-in-a-lifetime exhibition “Leonardo da Vinci: Painter at the Court of Milan,” captured at the U.K. National Gallery. On February 16 and 26, 2012, art lovers across Canada will be able to experience these da Vinci works. The historic exhibition is sold out in London and, due to the fragility of the paintings, the exhibition cannot tour.

Captured live on the eve of the exhibition opening in London this past fall, *Leonardo Live* will provide a high-definition walk-through of the landmark exhibition, in-depth commentary about featured pieces in the exhibit and extra content.

“Leonardo da Vinci: Painter at the Court of Milan” brings together the largest ever number of Leonardo’s rare surviving paintings and some international loans that have never before travelled. The exhibition also brings together the largest ever number of da Vinci’s paintings, including a newly discovered, never-before-publicly exhibited painting, the *Salvator Mundi*.

Presented by *Front Row Centre Events*, New York-based alternative content distributors BY Experience, in collaboration with PhilGrabskyFilms.com, *Leonardo Live* is a first for movie audiences worldwide. The 100-minute HD capture is hosted by highly respected art historian and broadcaster Tim Marlow and presenter Mariella Frostrup. The film is produced by Phil Grabsky’s award-winning PhilGrabskyFilms.com.

Tickets for *Leonardo Live* are on sale now and can be purchased at participating theatre box offices and online at www.cineplex.com/events or our mobile site m.cineplex.com.

Leonardo Live will play at the following theatres in Canada February 16 and 26, 2012. Showtimes vary by city and theatre:

BRITISH COLUMBIA

Burnaby

SilverCity Metropolis Cinemas, 4700 Kingsway Avenue

Coquitlam

SilverCity Coquitlam Cinemas, 170 Schoolhouse Street

Kamloops

Cineplex Odeon Aberdeen Mall Cinemas, 700-1320 Trans Canada Highway

Langley

Colossus Langley Cinemas, 20090 91A Avenue

Nanaimo

Galaxy Cinemas Nanaimo, 213-4750 Rutherford Road

Prince George

Famous Players 6 Cinemas, 172-1600 Fifth Avenue

Richmond

SilverCity Riverport Cinemas, 14211 Entertainment Way

Surrey

Empire Guildford, 15051 101st Avenue

Vancouver

Scotiabank Theatre Vancouver, 900 Burrard Street

Victoria

SilverCity Victoria Cinemas, 3130 Tillicum Road

ALBERTA**Calgary**

Scotiabank Theatre Chinook, 6455 Macleod Trail SW

Empire Country Hills, 300-388 Country Hills Blvd NE

Edmonton

Cineplex Odeon South Edmonton Cinemas, 1525-99th Street NW

Empire Theatres City Centre, 10200 102nd Avenue

Grand Prairie

Cineplex Odeon Grand Prairie Cinemas, 10330-109th Street

Lethbridge

Galaxy Cinemas Lethbridge, 501-1st Avenue SW

Medicine Hat

Galaxy Cinemas Medicine Hat, 3292 Dunmore Road SE

Red Deer

Galaxy Cinemas Red Deer, 357-37400 Highway #2

MANITOBA**Winnipeg**

SilverCity Polo Park Cinemas, 817 St. James Street

SilverCity St. Vital Cinemas, 160-1255 St. Mary's Road

SASKATCHEWAN**Regina**

Galaxy Cinemas Regina, 420 McCarthy Boulevard N

Galaxy Cinemas Saskatoon, 347 2nd Avenue

ONTARIO**Ancaster**

SilverCity Ancaster Cinemas, 771 Golf Links Road

Barrie

Galaxy Cinemas Barrie, 72 Commerce Park Drive

Belleville

Galaxy Cinemas Belleville, 160 Bell Boulevard

Burlington

SilverCity Burlington Cinemas, 1250 Brant Street

Chatham

Galaxy Cinemas Chatham, 760 St Clair Street

Collingwood

Galaxy Cinemas Collingwood, 6 Mountain Road

Guelph

Galaxy Cinemas Guelph, 485 Woodlawn Road W

Kingston

Cineplex Odeon Gardiners Road Cinemas, 626 Gardiners Road

Kitchener

Empire Theatres Kitchener, 135 Gateway Park Drive

London

Cineplex Odeon Westmount and VIP Cinemas, 755 Wonderland Road S

SilverCity London Cinemas, 1680 Richmond Street

Mississauga

Empire Square One, 100 City Centre Drive

Newmarket

SilverCity Newmarket Cinemas and XSCAPE Entertainment Centre, 18151 Yonge Street

Niagara Falls

Cineplex Odeon Niagara Square Cinemas, 7555 Montrose Road

North Bay

Galaxy Cinemas North Bay, 300 Lakeshore Drive

Oakville

SilverCity Oakville and VIP Cinemas, 3531 Wyecroft Road

Orangeville

Galaxy Cinemas Orangeville, 85 Fifth Avenue

Oshawa

Cineplex Odeon Oshawa Cinemas, 1351 Grandview Street N

Ottawa

Coliseum Ottawa Cinemas, 3090 Carling Avenue

SilverCity Gloucester Cinemas, 2385 City Park Drive

Empire Ottawa, 111 Albert Street, 3rd Floor

Owen Sound

Galaxy Cinemas Owen Sound, 1020 10th Street

Peterborough

Galaxy Cinemas Peterborough, 320 Water Street

Richmond Hill

SilverCity Richmond Hill Cinemas, 8725 Yonge Street

Sault Ste. Marie

Galaxy Cinemas Sault Ste. Marie, 293 Bay Street

Sudbury

SilverCity Sudbury Cinemas, 355 Barrydowne Road

Thunder Bay

SilverCity Thunder Bay Cinemas, 850 North May Street

Toronto

Cineplex Odeon Queensway Cinemas, 1025 The Queensway

Cineplex Odeon Sheppard Cinemas, 4861 Yonge Street

Coliseum Scarborough Cinemas, 300 Borough Drive

Scotiabank Theatre Toronto, 259 Richmond Street W

SilverCity Yonge-Eglinton Cinemas, 2300 Yonge Street

Waterloo

Galaxy Cinemas Waterloo, 550 King Street N

Windsor

Cineplex Odeon Devonshire Mall Cinemas, 3100 Howard Avenue

QUEBEC

Brossard

Cineplex Odeon Brossard Cinemas, 9350 boul. Leduc

Gatineau

Starité Gatineau Cinemas, 115 boul. Du Plateau

Kirkland

Coliseum Kirkland Cinemas, 3200 rue Jean Yves

Laval

Colossus Laval Cinemas, 2800 rue Cosmodôme

Montreal

Cineplex Odeon Cavendish Mall Cinemas, 5800 boul. Cavendish

Scotiabank Theatre Montreal, 977 rue Ste-Catherine O

Starité Montreal Cinemas, 4825 ave. Pierre de Coubertin

Sherbrooke

Galaxy Cinemas Sherbrooke, 4204 rue Bertrand

Ste.Foy

Cineplex Odeon Ste. Foy Cinemas, 1200 boul. Duplessis

NEWFOUNDLAND

St. John's

EMPIRE Studio 12, 48 Kenmount Road

NOVA SCOTIA

Halifax

EMPIRE 8 Park Lane, 5657 Spring Garden Road

Sydney

EMPIRE Studio 10, 325 Prince Street

PEI

Charlottetown

EMPIRE Studio 8 Charlottetown, 670 University Avenue

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. 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.

About Front Row Centre Events (FRC)

Brought to you by Cineplex Entertainment, Front Row Centre Events bring world class entertainment to your local Cineplex Entertainment theatre and other participating locations! Presented in high-definition with digital surround sound, guests can experience the best in original one-night only and series-based programming. With the Metropolitan Opera's Live in HD series, Broadway productions, live broadcasts direct from the stage of London's National Theatre, Bolshoi Ballet performances, classic films, concerts, live sporting events and documentaries, Front Row Centre Events put you in the centre of the action on the big screen!

About BY Experience

BY Experience kicked off the digital revolution of live events to movie theaters and other locations globally with David Bowie's 2003 *Reality* album launch and since then, over 13 million tickets have been sold worldwide for cinema events BY Experience has distributed and/or produced including *the Met: Live in HD* series, the U.K.'s *National Theatre Live* series, the New York Times speaker's series *TimesTalks LIVE*, the Roundabout Theatre Company's production of *The Importance of Being Earnest* (June 2011), *Red Hot Chili Peppers Live: I'm With You* (August 2011); *The Big Four: Metallica, Slayer, Megadeth, Anthrax* (June 2010), *BBC Electric Proms: Robbie Williams* (October 2009), the classic music celebrations *BBC Last Night of the Proms* (September 2009, 2010, 2011), *St. Olaf Christmas Festival* (December 2007 and December 2011), *David Gilmour: Remember That Night — Live from the Royal Albert Hall* (September 2007), and the public radio shows *A Prairie Home Companion with Garrison Keillor* (February and October 2010) and *This American Life – Live! with Ira Glass* (April 2008 and May 2009). BY Experience distributes to over 50 countries, to 1,600 movie screens. For more information, visit: www.byexperience.net

About PhilGrabskyFilms.com

PhilGrabskyFilms.com is the cinema division of Seventh Art Productions, one of the UK's longest-running independent production companies. Among their extensive slate of films are over 100 art films with Tim Marlow which have been key in keeping arts on British TV in the past decade.

More recently, PhilGrabskyFilms.com's owner Phil Grabsky has directed award-winning films for the cinema and TV including 'In Search of Mozart', 'In Search of Beethoven' and 'The Boy Mir – Ten years in Afghanistan' which have all played in cinemas and on TV around the world. His 'In search of Haydn' will be released in 2012.

-30-

For more information, photos or interviews, please contact:

Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment,
416-323-6648, pat.marshall@cineplex.com

Kyle Moffatt, Director, Communications and Investor Relations, Cineplex Entertainment,
416-323-6728, kyle.moffatt@cineplex.com

Julie Borchard-Young, BY Experience, 1-718-788-2882, julie@byexperience.net