



FOR IMMEDIATE RELEASE

Cineplex Tuesdays mean more value for movie lovers

Cineplex Entertainment announces enhanced Tuesday offer for SCENE members

Toronto, ON, May 30, 2012 (TSX: CGX) – Cineplex Entertainment today announced an enhancement to its longstanding tradition of Tuesday ticket price discounts. With the launch of *Cineplex Tuesdays*, guests will receive as much as a 40 per cent discount on general admission Tuesday movie tickets. The offer gets even sweeter for SCENE members, who will now receive an additional 10 per cent discount on Tuesday admissions.

SCENE is the popular rewards program from Cineplex Entertainment and Scotiabank. The program provides more than 3.6 million members across Canada with the opportunity to earn and redeem points for movie admissions, concession combos, music, DVDs, movie downloads and more. SCENE members also receive a 10 per cent discount on movie snacks.

“Tuesday movie discounts are part of our history and a great way to provide our guests with added value,” said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment.

“Providing SCENE members with an enhanced Tuesday admission discount is consistent with our philosophy that members get more.”

Cineplex Tuesday discounts also apply to premium admission tickets, which offer access to VIP and UltraAVX™ auditoriums, as well as theatres enabled with RealD 3D and IMAX technologies.

“Tuesday SCENE discounts offer members the opportunity to participate in a premium moviegoing experience at preferred prices,” said Marshall. “One in ten Canadians is already a SCENE member and we see today’s announcement as just one more reason to join.”

SCENE is free and easy to join. To become a member, simply visit www.scene.ca or our mobile site at m.scene.ca.

Guests can purchase *Cineplex Tuesday* admission tickets at participating Cineplex Entertainment theatre box offices, through the Cineplex mobile apps, online at www.cineplex.com, or on our mobile site at m.cineplex.com.

About SCENE

SCENE is the popular rewards program from Cineplex Entertainment and Scotiabank. The program is free to join and provides more than 3.6 million members across Canada with the opportunity to earn and redeem points for movie admissions, concession combos, music, DVDs, movie downloads and more. SCENE members also enjoy a 10 per cent discount on movie snacks and exclusive access to contests and special offers. In 2012, Maritz Canada’s annual loyalty report named SCENE Canada’s top retail loyalty program. Visit www.scene.ca to learn more.

About VIP Cinemas

With VIP Cinemas, guests enjoy a premium entertainment experience available exclusively in Canada at Cineplex Entertainment theatres. They feature auditoriums exclusively for adult guests, in-seat menu service, a private licensed lounge and a dedicated box office. VIP auditoriums feature reserved seating enabling guests to select their specific seat at the time of purchase. A VIP auditorium also features full stadium seating with larger, upgraded leather seats interspersed with table tops embedded in their armrest. Once seated, a cast member will present the guest with a menu and take their concession order. Ordered items will be delivered directly to the guest at their seat. Guests can also enjoy a private lounge before and after a movie.

About UltraAVX™

UltraAVX™ provides guests with the sharpest picture, a powerful digital surround sound system and reserved seating, delivering a truly immersive movie-going experience. *UltraAVX™* features wall-to-wall screens that are significantly larger on average than our traditional screens. Christie Solaria™ Series 4230 DLP Cinema® projectors provide a superior digital presentation, projecting super bright, crystal clear images onto the big screen.

The system is further enhanced with the addition of RealD 3D technology, enabling the presentation of the latest 3D movies. Complementing the stunning on-screen picture from these new 4K projectors is a superb 7.1 Dolby digital surround sound system that envelops the audience and takes the cinema experience to a whole new level. Guests will enjoy the super comfy high-back rocker seats. Because all seats are reserved, guests can select the specific seat(s) they want in the auditorium when they purchase their tickets.

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 1,359 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.

-30-

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