



For Immediate Release

The First-Ever *Classic Film Series* Now Playing at Cineplex Entertainment Theatres

TORONTO, ON, August 25, 2010 (CGX.UN) – Cineplex Entertainment’s Front Row Centre Events is pleased to introduce the first-ever *Classic Film Series* at participating Cineplex Entertainment theatres across the country. The *Classic Film Series* features a dozen popular classic movies presented monthly in digital or high-definition (HD) throughout the year, beginning with *Casablanca* on Wednesday, September 8, 2010. Every month, a new classic will be presented on Wednesday evenings and followed Sunday afternoons for guests to enjoy.

“The *Classic Film Series* is truly a unique event designed to showcase popular movies that in most cases have not been seen before on the big screen in a digital or HD format,” said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. “The Series provides a wonderful opportunity to bring these classic movies back to the big screen for fans to experience once again or for the first time.”

Advance tickets are now available online at www.cineplex.com/events as well as at participating theatre box offices. General admission is only \$5.00. An additional surcharge applies for VIP 19+ experience.

The Classic Film Series schedule includes:

Wednesday, September 8, 2010 & Sunday, September 26, 2010 – ***Casablanca***
Wednesday, October 13, 2010 & Sunday, October 31, 2010 – ***Psycho***
Wednesday, November 17, 2010 & Sunday, November 28, 2010 – ***The Maltese Falcon***
Wednesday, December 8, 2010 & Sunday, December 12, 2010 – ***It’s a Wonderful Life***
Wednesday, January 12, 2011 & Sunday, January 23, 2011 – ***A Star is Born*** (1954)
Wednesday, February 16, 2011 & Sunday, February 27, 2011 – ***Doctor Zhivago***
Wednesday, March 16, 2011 & Sunday, March 27, 2011 – ***The Wizard of Oz***
Wednesday, April 6, 2011 & Sunday, April 17, 2011 – ***One Flew Over the Cuckoo’s Nest***
Wednesday, May 18, 2011 & Sunday, May 29, 2011 – ***The Sound of Music***
Wednesday, June 15, 2011 & Sunday, June 26, 2011 – ***Butch Cassidy & the Sundance Kid***
Wednesday, July 13, 2011 & Sunday, July 24, 2011 – ***Spartacus***
Wednesday, August 17, 2011 & Sunday, August 28, 2011 – ***M*A*S*H***

For a full list of participating theatres and to purchase advance tickets, visit www.cineplex.com/events.

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. From *The Met: Live in HD* and The National Theatre’s *NT Live* to concerts, live sporting events and documentaries, Front Row Centre Events put you in the centre of the action on the big screen!

About Cineplex Entertainment

Headquartered in Toronto, Canada, Cineplex Entertainment owns, leases or has a joint-venture interest in 129 theatres with 1,342 screens located from British Columbia to Quebec. As the largest motion picture exhibitor in Canada serving approximately 70 million guests annually, Cineplex Entertainment is the exclusive provider of UltraAVX™ and the leading exhibitor of digital, 3D and IMAX projection technologies in the country. With a workforce of approximately 10,000 employees, the company operates the following brands: Cineplex Odeon, Galaxy, Famous Players, Colossus, Coliseum, SilverCity, Cinema City and Scotiabank Theatres. Cineplex Entertainment is proud to be a major supporter of The Starlight Children's Foundation and regularly conducts various fundraising initiatives throughout the year including the annual Starlight pin campaign. The units of Cineplex Galaxy Income Fund, which owns approximately 99.7% of Cineplex Entertainment LP, are traded on the Toronto Stock Exchange (symbol CGX.UN). For more information, visit www.cineplex.com.

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