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Cineplex Entertainment Announces New Theatre with VIP Cinemas for Downtown Markham, Ontario

UltraAVX™, 3D and digital technology among the many features

Toronto, ON, (TSX: CGX), September 08, 2011 – Cineplex Entertainment today announced plans to build a new entertainment complex in the Town of Markham, Ontario. *Cineplex Odeon Downtown Markham and VIP Cinemas* will be an approximate 58,000 square foot theatre which includes 10 traditional auditoriums, three VIP auditoriums and 2,400+ seats. This entertainment destination will be located in the new Downtown Markham development at Highway 407 and Warden Ave. *Cineplex Odeon Downtown Markham and VIP Cinemas* is scheduled to open in 2013.

“Downtown Markham is a very exciting new lifestyle development and the ideal location for us to build a new state-of-the-art theatre featuring our VIP Cinema experience,” said Ellis Jacob, President and Chief Executive Officer, Cineplex Entertainment. “The new theatre will showcase our traditional Hollywood movies but will also feature alternative programs such as the Met Opera, Broadway and National Theatre productions, concerts, sporting events and more, making this a true entertainment destination for Markham residents and tourists alike.”

“Cineplex is the best theatre operator in Canada and they are known for building great theatres that feature the latest in cinema technology which is why we wanted them to be part of our exciting new development,” said Christopher Bratty, President, Land Development and Investments Remington Group Inc.

VIP Cinemas provide a premium entertainment experience for guests aged 19 years and older. Each VIP Cinema auditorium features all stadium seating with expanded leg room, luxurious high back leather seats, side tables and reserved seating – enabling you to choose exactly where you want to sit. VIP services feature an array of food and beverages including an expanded range of appetizers which will be delivered to your seat via our in-seat service. Before or after the movie, there is a licensed lounge available exclusively to VIP Cinema guests.

“Cineplex VIP Cinemas are a premium entertainment experience that will create a new level of entertainment for Markham residents and I expect will attract visitors from the surrounding areas as well,” said Bratty.

UltraAVX™ is a technically superb entertainment offering, providing guests with a truly immersive movie-going experience. Guests attending a movie in an UltraAVX auditorium will be treated to a screen significantly larger on average than our traditional screens, superb Dolby digital surround sound, extra-wide high-back rocker seats and reserved seating.

All screens are equipped with Christie digital DLP projection systems providing guests with the crispest imagery and sharpest picture onscreen. Four auditoriums, including UltraAVX, will be equipped with

RealD 3D technology allowing guests to experience the many 3D movies available. Full stadium seating in each auditorium will ensure optimal sightlines and ample legroom.

Cineplex currently operates three VIP Cinema locations in Canada. These include the *Cineplex Odeon Varsity and VIP Cinemas* in Toronto, *SilverCity Oakville and VIP Cinemas* in Oakville and *Cineplex Odeon Westmount and VIP Cinemas* in London. In 2012, *Cineplex Odeon Windermere and VIP Cinemas* will open in the *Currents of Windermere* in southwest Edmonton and in 2013, *Cineplex Odeon Abbotsford and VIP Cinemas* will open in British Columbia. Additional locations are still to be announced.

“We are thrilled that Downtown Markham will be home to one of the first VIP Cinemas in Canada,” continues Bratty, “a perfect complement to the mix of fabulous retail and entertainment venues creating an experience that makes Downtown Markham a destination above all others.”

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 1,351 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.

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