



FOR IMMEDIATE RELEASE

**CINEPLEX INC. ANNOUNCES TIMING OF
SECOND QUARTER 2012
EARNINGS RELEASE AND CONFERENCE CALL**

TORONTO, ON (TSX: CGX), July 18, 2012– Cineplex Inc today announced they will release the 2012 second quarter results on Thursday, August 9, 2012, and hold a conference call that morning at 10:00 a.m. EST. Interested parties can participate in the conference call with the management of Cineplex Inc to review the company's results for the second quarter 2012. Ellis Jacob, President and Chief Executive Officer and Gord Nelson, Chief Financial Officer, will host the call scheduled for:

Thursday, August 9, 2012
10:00 a.m. Eastern Time

In order to participate in the conference call, please dial 416-644-3418 or outside of Toronto dial 1-800-814-4861 at least five to ten minutes prior to 10:00 a.m. EST. Please quote the conference ID 4554175 to access the call.

If you cannot participate in a live mode, a replay will be available. Please dial 416-640-1917 or 1-877-289-8525 and enter code 4554175#.

The replay will begin at 12:00 p.m. EST on Thursday, August 9, 2012, and end at 11:59 p.m. EST on Thursday, August 16, 2012.

Note that media will be participating in the call in listen-only mode.

Cineplex Inc. ("Cineplex") is the largest motion picture exhibitor in Canada and owns, leases or has a joint-venture interest in 134 theatres with 1,445 screens serving approximately 69 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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For more information contact:

Gord Nelson
Chief Financial Officer
416-323-6602

Or

Pat Marshall
Vice President Communications and Investor Relations
416-323-6648