



**FOR IMMEDIATE RELEASE**

**CINEPLEX INC. ANNOUNCES ITS  
March 2013 DIVIDEND**

TORONTO, ON, (TSX: CGX), March 18, 2013: Cineplex Inc. announced today its cash dividend of \$0.1125 per share for the month of March 2013, payable on April 30, 2013, to shareholders of record on March 28, 2013.

Cineplex Inc. ("Cineplex") is one of Canada's leading entertainment companies and operates one of the most modern and fully digitized motion picture theatre circuits in the world. A top-tier Canadian brand, Cineplex operates numerous businesses including theatrical exhibition, food services, gaming, alternative programming (Front Row Centre Events), Cineplex Media, Cineplex Digital Solutions and the online sale of home entertainment content through CineplexStore.com and on apps embedded in various electronic devices. Cineplex is also a joint venture partner in SCENE – Canada's largest entertainment loyalty program.

Cineplex is headquartered in Toronto, Canada, and operates 136 theatres with 1,455 screens from British Columbia to Quebec, serving approximately 71 million guests annually through the following theatre brands: Cineplex Odeon, SilverCity, Galaxy Cinemas, Colossus, Coliseum, Scotiabank Theatres, Cineplex VIP Cinemas, Famous Players and Cinema City. Cineplex also owns and operates the UltraAVX, Poptopia, and Outtakes brands. Cineplex trades on the Toronto Stock Exchange under the symbol CGX. More information is available at [cineplex.com](http://cineplex.com).

Further information can be found in the disclosure documents filed by Cineplex Inc. with the securities regulatory authorities, available at [www.sedar.com](http://www.sedar.com).

- 30 -

For further information, please contact:

Gord Nelson  
Chief Financial Officer  
(416) 323-6602

Or

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