



FOR IMMEDIATE RELEASE

**CINEPLEX INC. ANNOUNCES ITS
APRIL 2011 DIVIDEND**

TORONTO, ON, (TSX: CGX), April 18, 2011: Cineplex Inc. announced today its cash dividend of \$0.105 per share for the month of April 2011, payable on May 31, 2011, to shareholders of record on April 29, 2011.

Cineplex Inc. ("Cineplex") is the largest motion picture exhibitor in Canada and owns, leases or has a joint-venture interest in 130 theatres with 1,352 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.

Further information can be found in the disclosure documents filed by Cineplex Inc. with the securities regulatory authorities, available at 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