



FOR IMMEDIATE RELEASE

Cineplex Entertainment Completes Acquisition of New Way Sales Games Ltd.

Toronto, ON, (TSX: CGX), May 20, 2011 – Cineplex Entertainment (“Cineplex”) announced today it has completed the acquisition of New Way Sales Games Ltd. (“NWS”), one of the largest distributors and suppliers of arcade games to the amusement industry in Canada. Cineplex purchased NWS from Roynat Capital Inc. and Knight's Bridge Capital Partners Inc. for approximately \$3.3 million.

NWS is a supplier of games to numerous arcades, amusement centers, bowling alleys, amusement parks and theatre circuits, in addition to owning and operating three amusement centres in the West Edmonton Mall. NWS also sells new, used and reconditioned equipment. NWS provides games for all Cineplex Odeon and Galaxy Cinemas, representing over half of the locations within the Cineplex circuit. The company will continue to offer these services to Cineplex and other third parties.

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 1,352 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.

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