



FOR IMMEDIATE RELEASE

**CINEPLEX INC. ANNOUNCES ITS
MARCH 2012 DIVIDEND**

TORONTO, ON, (TSX: CGX), March 20, 2012: Cineplex Inc. announced today its cash dividend of \$0.1075 per share for the month of March 2012, payable on April 30, 2012, to shareholders of record on March 30, 2012.

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 66 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