



FOR IMMEDIATE RELEASE

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

TORONTO, ON, (TSX: CGX), August 21, 2012: Cineplex Inc. announced today its cash dividend of \$0.1125 per share for the month of August 2012, payable on September 28, 2012, to shareholders of record on August 31, 2012.

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.

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

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