

**Media Release**

For Immediate Release

December 14, 2009

**Empire Theatres Announces Opening of  
New State-of-the-Art Theatre Complex in Orleans, Ontario**

**Halifax, NS** - Empire Theatres, a Canada-wide film exhibition company, will open a new, state-of-the-art, 10-screen theatre complex in Orleans, Ontario this Friday, December 18, 2009.

Construction on the new theatre began in July, and is located at the intersection of (3752) Innes Rd and Belcourt Blvd on land owned by the Trinity Development Group Inc. This area of Orleans is the growing hub of commercial and industrial activity and will feature other new builds such as Lowe's, The Athletic Club, Moxie's and CIBC.

"The new Empire Theatre will be the cornerstone of Trinity's new centre in Orleans. The interest from other new tenants looking to come in to the Orleans market has been overwhelming. Empire Theatres has outdone themselves in their presentation to the people of Orleans," said Phil Currie, Vice President, Leasing for Trinity Development Group Inc.

The new theatre is approx. 41,000 square feet and blends entertainment with technology in a contemporary and unique design. Its convenient location provides easy access to residents of Orleans and surrounding areas, and features plenty of well-lit, free parking.

Empire Theatres Orleans is equipped with 10 auditoriums that feature stadium-style seating for unobstructed viewing; comfortable, wide, rocker-style, high back seats with lots of leg room; Dolby Digital Surround Sound for optimum sound; and curved screens for that perfect picture. This is the first theatre in the Empire Theatres network that has 100% integrated DLP Digital Cinema Projection providing crystal clear images, as well as 3D capability in three auditoriums.

It also has an expansive lobby, arcade, and large rooms that will be used for community and corporate use, and as celebration rooms. An expanded refreshment offering includes Pizza Pizza, Pretzelmaker, Cuts – Empire Theatres' very own brand of fries, and their Swirls soft serve ice cream.

"Bringing a new state-of-the-art entertainment experience to moviegoers in the Orleans community is very exciting for us at Empire Theatres," says Dean Leland, Vice President of Studio Relations & Media. "We know local residents will embrace the arrival of this great facility with excitement because it appeals to everyone, including local businesses that can benefit from its corporate rental offerings. It's a must-see theatre complex."

The new site is just a 10-minute drive from the existing Empire Theatres Orleans Town Centre location, located at 250 Centrum Blvd, which will be closing permanently on Dec 17<sup>th</sup> to make room for the new complex in the community.

Guests can view showtimes, purchase tickets and access additional information on Empire Theatres Orleans at [www.empiretheatres.com](http://www.empiretheatres.com).

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**Empire Theatre Orleans – architect’s rendering of building façade:**



(A higher resolution version is available upon request.)

**About Empire Theatres Limited:**

Empire Theatres Limited is a Canada-wide film exhibition company providing an exciting out-of-home entertainment experience including traditional film exhibition as well as other content using its digital and satellite capabilities.

Empire Theatres Limited is a 100% owned subsidiary of Empire Company Limited that owns and operates theatres across Canada with 379 screens, including one IMAX theatre in Halifax, NS.

The Empire Theatres Limited’ corporate headquarters are located in Stellarton, NS, with regional offices in Halifax, NS; Toronto, ON; and Calgary, AB. With approximately 2,500 employees, Empire Theatres provides excellent employment opportunities for the youth of Canada in an exciting and energetic industry.

**For more information, please contact:**

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