

Media Release

For Immediate Release

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**Empire Theatres to Build New
State-of-the-art Theatre Complex in Waterloo, Ontario**

Halifax, NS - Empire Theatres, a Canada-wide film exhibition company operating 50 theatres announced today that it will begin development of a new 10-screen theatre complex in Waterloo, Ontario.

The construction of Empire Theatres Waterloo is expected to begin in the spring of 2010 and will be located at the intersection of University Avenue and Ira Needles Boulevard as part of a large commercial development by Ira Needles Development. The new Theatre will blend entertainment with technology in a contemporary and unique design. The 41,000 square foot complex will feature digital technology in its 10 auditoriums for high quality picture, Dolby Digital surround sound, luxurious high-back seats, spacious meeting rooms for community and corporate use, and an expanded refreshments offering. Plenty of well lit, free parking will be available.

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

The grand opening of the new Empire Theatres Waterloo theatre is planned for the fall of 2010.

Empire Theatres also has an existing theatre complex in neighbouring Kitchener, Empire Theatres Gateway Park, which will undergo extensive renovations this year to update its facilities to improve the guest experience. Updates include combining the refreshments areas for ease of use, replacement of seats, renovating the washrooms, and updating the interior and exterior of the complex to give it a fresh and modern look.

"We are investing in our Kitchener complex to improve the movie-going experience for our guests in that community," says Leland. "The addition of the Waterloo theatre will compliment our presence in the Kitchener-Waterloo area by offering more choice and convenience of location to residents and business." Renovations at Empire Theatres Gateway Park are expected to begin this month and be completed in the spring of 2010.

- 30 -

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 50 theatres across Canada with 380 screens, including one IMAX theatre in Halifax, NS.

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.

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