

Media Release

For Immediate Release

November 1, 2010

**Empire Theatres Announces Opening of
New Theatre Complex in Waterloo, ON**

New theatre presents the first-ever "Empire Extra" movie-going experience

Halifax, NS - Empire Theatres, a Canada-wide film exhibition company, will open a new, state-of-the-art, 10-screen theatre complex, including one Empire Extra auditorium, in Waterloo, Ontario this Friday, November 5, 2010.

Empire Theatres Waterloo is located at the new development "The Boardwalk", near the corner of Ira Needles Boulevard and University Avenue. 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 Waterloo and surrounding areas, and features plenty of well-lit, free parking.

"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 & Media Relations. "We are thrilled to be able to open another theatre in the Kitchener-Waterloo area and look forward to having residents experience this great facility because it appeals to everyone, including local businesses that can benefit from its corporate rental offerings. It's a must-see theatre complex."

The ten auditoriums feature curved screens for that perfect picture; Dolby Digital Surround Sound for optimum sound; stadium-style seating for unobstructed viewing; comfortable, wide, rocker-style, high back Greystone seats with lots of leg room. It has 100% integrated DLP Digital Cinema Projection providing crystal clear images, as well as RealD 3D capability in five auditoriums.

For the first time ever, Empire Theatres is pleased to launch "Empire Extra", which will provide guests with a heightened sensory experience in a special auditorium designed to offer dynamic sound, screen and seat quality. Empire Extra boasts custom-designed Multi-Channel Sound System for the ultimate audio experience; stunning digital presentation on a massive, wrap-around screen; and reserved seating in comfy, high back rockers.

"We're excited to unveil our first Empire Extra experience to movie goers in Waterloo," says Leland. "Our multi-channel, custom sound system, unique to any movie experience in the world, creates an immersive experience...it puts you right IN the movie. Empire Extra is the ultimate movie going experience."

Empire Theatres Waterloo also features an expansive lobby with a lounge and leather seating; an arcade; 9 Automated Box Offices; and large rooms that will be used for guest, community and corporate use. An expanded refreshment offering includes traditional theatre fare like fresh, hot popcorn, plus Pizza Pizza, Pretzelmaker and Swirls, Empire's very own brand of soft serve. Guests will also be able to purchase their tickets at refreshments for one-stop shopping. The opening of this new complex has provided both full time and part time employment opportunities to the Waterloo market and will employ over 80 staff once it opens.

The first phase of the The Boardwalk development includes Empire Theatres, Walmart, and Lowe's. The second phase will include banks and restaurants. This is the largest multi-use development in the region and will be under construction for many years.

"We're thrilled to have Empire Theatres as part of our Boardwalk family", says Steve Voisin, Construction Manager for The Boardwalk. "When the site has been fully built, customers will be able to enjoy a great evening out with shopping, dinner, and a movie... all along The Boardwalk."

Empire Theatres has a neighboring theatre at Gateway Park Drive in Kitchener, which recently underwent extensive renovations to provide a more comfortable and convenient movie going experience to the Kitchener community.

Guests can view showtimes, purchase tickets and access additional information on Empire Theatres Waterloo at www.empiretheatres.com.

- 30 -

Empire Theatres Waterloo – architect's rendering of building façade:



Media Theatre Tour

If you would like to tour the new theatre prior to opening, we will have someone on site on Thursday, November 4th. Please send your preferred time to Kelly O'Brien for scheduling.

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 51 theatres across Canada with 390 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:

Kelly O'Brien
Manager – Marketing & Communications
Empire Theatres
(902) 876-4830
Kelly.obrien@empiretheatres.com