

Media Release

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For immediate release

Empire Theatres Dieppe Undergoing Extensive Renovations

New theatre concept designed to bring enhanced entertainment experience to guests

Halifax, NS - Empire Theatres, a Canada-wide film exhibition company, is making extensive renovations to its location in Dieppe, NB this summer.

The theatre, located at 499 Paul St. in the Crystal Palace complex, will have 8 auditoriums that will feature curved screens for that perfect picture, Dolby Digital Surround Sound for optimum sound, stadium-style seating for unobstructed viewing and comfortable, wide, rocker-style seats with lots of leg room. The auditoriums will also have 100% integrated DLP Digital Cinema Projection providing crystal clear images, as well as RealD 3D capability in 4 auditoriums.

In addition, Empire Theatres Dieppe will feature Empire Theatres' very own "Empire Extra" experience in one of its auditoriums. Empire Extra provides 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 leather-like rockers.

Empire Theatres Dieppe will also include an expansive main lobby including a lounge area and large rooms that will be used for community and corporate use. It will also feature a new refreshments layout that is a first for Empire Theatres. The area will be open-concept and provide guests with easy access to multiple food stations that will allow them to customize their order with a large variety of hot and cold items.

"The changes we are making to our Dieppe location were designed to create the ultimate movie-going experience for our guests. We are thrilled to bring this community an enhanced entertainment experience at the movies, and welcome them to come in, relax and enjoy their new theatre once it's complete," said Dean Leland, Vice President of Studio & Media Relations, Empire Theatres.

Renovations have begun and are expected to be completed in December 2011. Mid-way through the renovation, the theatre will be closed for business for a short period of time; however Management and staff at the neighboring Trinity Drive location look forward to serving Crystal Palace guests while renovations are taking place. Guests are encouraged to check www.empiretheatres.com for showtime availability.

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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 386 screens, including one IMAX theatre in Halifax, NS.

Empire Theatres Limited's 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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