

Media Release

For Immediate Release

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**Empire Theatres to Build New
State-of-the-art Theatre Complex in St. John's, NL**

Halifax, NS - Empire Theatres, Canada's 2nd largest movie exhibition company announced today that it will open a new 8-screen theatre complex in St. John's, Newfoundland.

Construction on the land will begin in 2012 with the theatre complex opening in 2013. The new Empire Theatre will be located in Field Power Centre on Torbay Road, another project led by KNK Capital Group of Canada.

"We're extremely pleased to be able to bring a third facility to the St. John's area that will complement our Theatres located in the Avalon Mall and Mount Pearl. We enjoy a strong base of loyal and committed moviegoers in St. John's and are thrilled to announce this exciting new Theatre project on our land," says Dean Leland, Vice President of Media and Studio Relations.

The new Empire Theatre will blend entertainment with technology in a contemporary and unique design. All eight auditoriums 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. Each auditorium will have 100% integrated DLP Digital Cinema Projection providing crystal clear images, as well as RealD 3D capability.

The theatre will also include an expansive main lobby, a lounge area with leather seating, automated box offices, an expanded refreshments area and rooms that will be used for community and corporate use.

In addition, the new Theatre will feature Empire Theatres' very own "Empire Extra" in one auditorium. 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 a custom-designed multi-channel sound system for the ultimate audio experience; stunning digital presentation on a massive, wrap-around screen, and comfy, high back rockers. Along with the heightened sensory experience, Empire Extra offers St. John's moviegoers a new level of convenience; the ability to reserve their seats.

"We are excited to welcome Empire Theatres to Field Power Centre. Their state-of-the-art theatre complex will only enhance the Centre's positioning in the St. John's market," says Kevin King, President of KMK Capital Inc. "Leading tenants such as Empire Theatres contribute favorably to the tenant mix and will aid in our efforts to attract additional quality retailers to Field Power Centre."

New Facility in St. John's – 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 movie exhibition company providing an exciting out-of-home entertainment experience including traditional movie 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 383 screens, including four IMAX auditoriums and five Empire Extra auditoriums.

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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