

Media Release

For Immediate Release

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Empire Theatres to bring Empire Extra to Five Additional Locations

Empire Extra is Empire Theatres' very own revolutionary digital cinema experience

Halifax, NS - Empire Theatres, a Canada-wide film exhibition company, will be introducing Empire Extra, a revolutionary new digital cinema experience, to five additional locations this year.

Empire Extra provides guests with a heightened sensory experience in a special auditorium custom-designed to offer dynamic sound, screen and seat quality. Empire Extra boasts a proprietary custom-designed multi-channel sound system for the ultimate audio experience; stunning digital presentation on a massive, wall to wall wrap-around screen; and reserved seating in comfy, high back rockers.

Empire Extra was first introduced to the new Empire Theatres Waterloo complex in Waterloo, ON which opened in November 2010. Due to its success and positive guest feedback, it will now be introduced to the following locations over the next few months:

- Empire Theatres Dartmouth Crossing, Dartmouth, NS
- Empire Theatres Empress Walk, Toronto, ON
- Empire Theatres MacLeod Trail, Calgary, AB
- Empire Theatres Crystal Palace, Dieppe, NB
- Empire Theatres Orleans, Orleans, ON

"Empire Extra has been a hit with guests in our Waterloo, ON location. They love the outstanding movie-going experience so we have decided to introduce it to a few other locations in time for summer," says Dean Leland, Vice President - Studio Relations & Media, Empire Theatres.

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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 50 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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