



For Immediate Release

**ULTIMATE FIGHTING CHAMPIONSHIP® DEBUTS LIVE ON CINEPLEX ENTERTAINMENT'S
BIG SCREENS WITH *UFC 111: ST-PIERRE VS. HARDY* - SATURDAY, MARCH 27**

Toronto, ON - March 9, 2010 (CGX.UN) – For the first time ever, Canadian fans of the UFC can head to select Cineplex Entertainment theatres and take in all the action in the Octagon™, broadcast live in high-definition on the big screen starting with *UFC 111: St-Pierre vs. Hardy* on Saturday, March 27 at 10:00 p.m. Eastern / 7:00 p.m. Pacific.

“We are thrilled to partner with UFC to bring one of the most highly anticipated events to our big screens. UFC welterweight champion Georges St-Pierre is a native of Montreal and a hero to many Canadians. This is going to be an event to remember,” said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment.

Advance tickets are now available online at www.cineplex.com/events as well as at participating theatre box offices. General admission is \$19.95 + taxes.

UFC 111: St-Pierre vs. Hardy features reigning UFC welterweight champion Georges “Rush” St-Pierre vs. British bomber Dan “The Outlaw” Hardy and former heavyweight champion Frank Mir vs. number one contender Shane Carwin for the interim UFC heavyweight title. In addition, moviegoers can watch the entire UFC 111 live card, including welterweights Jon Fitch vs. Thiago Alves, lightweights Jim Miller vs. Mark Bocek and welterweights Ben Saunders vs. Jake Ellenberger broadcast live from the Prudential Center in Newark, NJ.

Cineplex Entertainment will present *UFC 111 – St-Pierre vs. Hardy* at the following theatres:

BRITISH COLUMBIA

Coquitlam

SilverCity Coquitlam Cinemas, 170 Schoolhouse Street

Kamloops

Cineplex Odeon Aberdeen Mall Cinemas, 700-1320 Trans Canada Highway

Langley

Colossus Langley Cinemas, 20090 91A Avenue

Nanaimo

Galaxy Cinemas Nanaimo, 213-4750 Rutherford Road

Richmond

SilverCity Riverport Cinemas, 14211 Entertainment Way

Victoria

SilverCity Victoria Cinemas, 3130 Tillicum Road

ALBERTA

Calgary

Cineplex Odeon Sunridge Spectrum Cinemas, 400-2555 32nd Avenue





Edmonton

Scotiabank Theatre Edmonton, 8882-170 Street

MANITOBA

Winnipeg

SilverCity Polo Park Cinemas, 817 St. James Street

SASKATCHEWAN

Regina

Galaxy Cinemas Regina, 420 McCarthy Boulevard N

Saskatoon

Galaxy Cinemas Saskatoon, 347 2nd Avenue

ONTARIO

Brampton

SilverCity Brampton Cinemas, 50 Great Lakes Drive

Etobicoke

Cineplex Odeon Queensway Cinemas, 1025 The Queensway

Gloucester

SilverCity Gloucester Cinemas, 2385 City Park Drive

Hamilton

SilverCity Hamilton Mountain Cinemas, 795 Paramount Drive

London

SilverCity London Cinemas, 1680 Richmond Street

Scarborough

Cineplex Odeon Eglinton Town Centre Cinemas, 22 Lebovic Avenue

Toronto

Scotiabank Theatre Toronto, 259 Richmond Street W

Windsor

SilverCity Windsor Cinemas, 4611 Walker Road

Woodbridge

Colossus Vaughan Cinemas, 3555 Highway 7 W

QUEBEC

Beauport

Cineplex Odeon Beauport Cinemas, 825 rue Clemenceau

Brossard

Cineplex Odeon Brossard Cinemas, 9350 boul. Leduc

Kirkland

Coliseum Kirkland Cinemas, 3200 rue Jean Yves

Laval

Colossus Laval Cinemas, 2800 rue Cosmodôme

Montreal

Scotiabank Theatre Montreal, 977 rue Ste-Catherine O



SilverCity Montreal Cinemas, 4825 ave. Pierre de Coubertin
Rock Forest

Galaxy Cinemas Sherbrooke, 4204 rue Bertrand

OTHER LOCATIONS

BRITISH COLUMBIA

Abbotsford

Landmark – Towne Centre, 1518 McCallum Road

Fort St. John

Landmark – Aura Cinema Centre, 9600-93 Avenue

Kelowna

Landmark – Grand 10 Kelowna, 940 McCurdy Road

Trail

Royal Theatre Trail, 1597 Bay Avenue

ALBERTA

Fort McMurray

Landmark – Fort McMurray, 10015 Manning Avenue

QUEBEC

Granby

Cinéma Elysée, 160 rue Simonds Nord

Jonquière

Cinéma Jonquière, 2445 rue St-Dominique

Lachenaie

Cinéma Triomphe, 1100 rue Yves Blais

Saint-Jérôme

Carrefour du Nord, 900 rue Grignon

Ste-Adele

Cinéma Pine, 24 rue Morin

UFC welterweight champion Georges St-Pierre (fighting out of Montreal, Quebec, 19-2 professional record) has been unstoppable since regaining the title in 2008. The 28-year-old Brazilian jiu-jitsu black belt holds two career wins a piece over the legendary Matt Hughes and current UFC lightweight champion and former welterweight champion BJ Penn. The 170-pound champ defended his crown most recently against feared striker Thiago Alves at UFC 100 last July, and now St-Pierre makes his fourth title defense against one of the fiercest threats to his crown in UK superstar Dan Hardy.

Dan “The Outlaw” Hardy (fighting out of Nottingham, England, 23-6 1 NC) is unbeaten in the UFC and fresh off wins over Marcus Davis and Mike Swick. A black belt in Tae Kwon Do and a purple belt in Brazilian jiu-jitsu, the brash 27-year-old is looking to extend his seven-fight win streak as he becomes the first British fighter to contend for a UFC title. With 11 wins by KO/TKO and three by submission, the UK fighter with the 4-0 mark in the UFC always looks for the finish.



Winner of four of his last five fights, former two-time heavyweight champion Frank Mir (fighting out of Las Vegas, Nev., 13-4) has put on the necessary muscle and weight to face the biggest challengers in the heavyweight division, and he is refocused on earning back the world title. A Brazilian jiu-jitsu black belt with immensely improved striking, the 30-year-old knocked down feared striker Cheick Kongo at UFC 107 and then proceeded to submit the French contender with a guillotine choke, putting him firmly back in the title picture.

Originally scheduled to face UFC heavyweight champion Brock Lesnar, No. 1 contender Shane Carwin (fighting out of Denver, Colo., 11-0) has been on a tear ever since he stepped foot into the Octagon. A former national wrestling champion with dynamite in his fists, Carwin has made quick work of all three of his UFC opponents, finishing Christian Wellisch, Neil Wain and Gabriel Gonzaga within 91 seconds each. Now he takes the next step in his career against Frank Mir.

Ultimate Fighting Championship® - www.ufc.com

Owned and operated by Zuffa, LLC, and headquartered in Las Vegas, Nev., UFC® produces over twelve UFC live Pay-Per-View events annually and 30 live arena events around the world. UFC programming is distributed in the United States on Viacom, Inc.'s Spike TV and on Comcast, Inc.'s Versus network. Globally, UFC programming is broadcast in over 130 countries, territories and jurisdictions, reaching 430 million homes worldwide, in 20 different languages. Ancillary businesses now include UFC.com with over 5 million unique visitors per month, the best-selling UFC "Undisputed" videogame franchise distributed by THQ, UFC Gym™, UFC Fight Club affinity program, UFC Fan Expo™ festivals, branded apparel, trading cards, articulated action figures and other media including best-selling DVDs and a U.S. bimonthly magazine.

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Cineplex Entertainment

As the largest motion picture exhibitor in Canada, Cineplex Entertainment LP owns, leases or has a joint-venture interest in 130 theatres with 1,347 screens serving approximately 70 million guests annually. Headquartered in Toronto, Canada, Cineplex Entertainment operates theatres from British Columbia to Quebec and is the largest exhibitor of digital, 3D and IMAX projection technologies in the country. Proudly Canadian and with a workforce of approximately 10,000 employees, the company operates the following top tier brands: Cineplex Odeon, Galaxy, Famous Players, Colossus, Coliseum, SilverCity, Cinema City and Scotiabank Theatres. The units of Cineplex Galaxy Income Fund, which owns approximately 99.6% of Cineplex Entertainment LP, are traded on the Toronto Stock Exchange (symbol CGX.UN). For more information, visit www.cineplex.com.

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Press Contacts:

Georgia Sourtzis, Manager, Communications, Cineplex Entertainment, 416-323-6728,
georgia.sourtzis@cineplex.com





Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment, 416-323-6648, pat.marshall@cineplex.com

Jennifer Wenk, UFC – United States, 702-221-4790 (office), jwenk@ufc.com