

VOTING INSTRUCTION FORM
CINEPLEX INC.

SEE VOTING INSTRUCTIONS ON REVERSE
WE NEED TO RECEIVE YOUR VOTING INSTRUCTIONS AT LEAST
ONE BUSINESS DAY BEFORE THE PROXY DEPOSIT DATE.

INTERNET VOTE: WWW.PROXYVOTE.COM
TELEPHONE VOTE: 1-800-474-7493

MEETING TYPE: ANNUAL MEETING
MEETING DATE: WEDNESDAY, MAY 18, 2011 AT 10:30 A.M. EDT
FOR HOLDERS AS OF APRIL 14, 2011
PROXY DEPOSIT DATE: MAY 16, 2011
ACCOUNT NUMBER: HRT2SSTA 01 OM
CUSIP: 172454100 **CUID:** T770 C81 **P13897 010 E** **CONTROL NO. : 009152413846**
APPOINTEE(S): ELLIS JACOB, GORD NELSON
IF YOU WISH TO ATTEND THE MEETING OR DESIGNATE ANOTHER PERSON TO ATTEND, VOTE AND ACT ON YOUR BEHALF AT THE MEETING, OR ANY ADJOURNMENT THEREOF, OTHER THAN THE PERSON(S) SPECIFIED ABOVE, PRINT YOUR NAME OR THE NAME OF THE PERSON ATTENDING THE MEETING ON THE APPOINTEE LINE BELOW.

PLEASE PRINT APPOINTEE NAME

ITEM(S)

VOTING RECOMMENDATIONS

2. THE APPOINTMENT OF PRICEWATERHOUSECOOPERS LLP AS AUDITORS OF THE CORPORATION AND THE AUTHORIZATION OF THE DIRECTORS TO FIX THEIR REMUNERATION.
NOTE THIS FORM CONFERS DISCRETIONARY AUTHORITY TO VOTE ON SUCH OTHER BUSINESS AS MAY PROPERLY COME BEFORE THE MEETING OR ANY ADJOURNMENT THEREOF.
NOTE THIS VOTING INSTRUCTION FORM SHOULD BE READ IN CONJUNCTION WITH THE ACCOMPANYING INFORMATION CIRCULAR.

TELEPHONE VOTE AT 1-800-474-7493 OR
INTERNET VOTE AT WWW.PROXYVOTE.COM

FOLD IN HALF - DO NOT DETACH

1 ELECTION OF DIRECTORS (fill in only one box " " per nominee in blue or black ink)
VOTING RECOMMENDATION: FOR ALL THE NOMINEES PROPOSED AS DIRECTORS

- | | | | |
|--------------------|--------------------------|--------------------------|--------------------------|
| 01-ROBERT BRUCE | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 02-IAN GREENBERG | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 03-SARAJIT MARWAH | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 04-EDWARD SONSHINE | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 05-PHYLLIS YAFFE | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 06-JOAN DEA | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 07-ELLIS JACOB | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 08-ANTHONY MUNK | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 09-ROBERT STEACY | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

ITEM(S) (fill in only one box " " per item in blue or black ink) 0000

FOR WITHHOLD 28000 2200000000000959
CONTROL NO. → 009152413846



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1776 HERITAGE DRIVE
NORTH QUINCY MA 02171

1604
1,589
P11897
1 OF 1

AVENUE INVESTMENT MANAGEMENT
PAUL HARRIS
47 COLBORNE STREET, STE 300
TORONTO, ON M5E 1P8
CANADA

SIGNATURE(S) *[Signature]* DATE (DDMMYY) *[Date]*
INVALID IF NOT SIGNED

FOLD IN HALF - DO NOT DETACH