



FOR IMMEDIATE RELEASE

**Cineplex Entertainment Completes Acquisition of
Digital Display & Communications Inc.**

Toronto, Ontario, July 5, 2010 (CGX.UN): Cineplex Entertainment Limited Partnership ("Cineplex") announced today it has completed its previously announced plan to acquire Digital Display & Communications Inc., ("DDC"), a leading implementer of digital signage networks and associated products and services. The total transaction value is approximately \$3.5 million.

DDC is a Waterloo-based digital signage company that designs, installs, maintains and operates digital signage networks on numerous software platforms in retail, financial, hospitality and entertainment markets across North America. DDC's services include consulting, system design, technology sourcing, creative production, project management and ongoing network operations for a number of Canada's top brands. For more information, visit their website at www.thefullpicture.com

About Cineplex Entertainment LP:

As the largest motion picture exhibitor in Canada, Cineplex Entertainment LP owns, leases or has a joint-venture interest in 131 theatres with 1,353 screens serving approximately 70 million guests annually. Headquartered in Toronto, Canada, Cineplex Entertainment operates theatres from British Columbia to Quebec and is the exclusive provider of UltraAVX™ and 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 99.7% 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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For further information, please contact:

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