



FOR IMMEDIATE RELEASE

## SCRATCH AND WIN A TOYOTA ECHO HATCHBACK X-BOX GAMES and MORE!

**May 17, 2004, Toronto, ON.** Cineplex Odeon and Galaxy Cinemas across Canada are offering theatre guests the chance to win a new Toyota Echo Hatchback RS, one of ten X-Box games systems or more than 60,000 concession items this summer. With the purchase of any combo at one of our theatres from May 15 through July 1, 2004, guests will receive a "Reel Reveal" scratch and win game card offering them a chance to win one of thousands of these great prizes.

"Visitors to our theatres this summer will be able to experience a great line up of films including: *Shrek 2*, *Spiderman 2*, *Harry Potter and the Prisoner of Azkaban*, to name just a few, and this contest is one more exciting element that is only available to Cineplex Odeon and Galaxy Cinema theatre guests" said Pat Marshall, Vice President, Communications and Specialty Marketing for Cineplex Galaxy LP. "Our marketing team is always looking for new ways to offer our guests added value when they visit our theatres and this contest is one more example." Marshall said.

There are a total of 450,000 scratch and win cards being produced. Toyota is providing the new Echo Hatchback RS car valued at approximately \$17,300. There will be ten X-Box game systems with Rallisport Challenge 2 games provided by Microsoft Canada in addition to thousands of popcorn and soft drink prizes provided by us. "When we approached each of our promotional partners with the idea for this contest they were thrilled and immediately came on board," said Marshall. "All of them liked the idea of a scratch and win card that was fun and provided a value-added program for our theatre guests." Marshall said.

The program is being supported by a media campaign including newspaper and radio advertisements in major markets. In theatres, the promotion will be supported with on-screen slides, P.O.P material, a website banner and targeted email messaging. The campaign creative was developed by LPI Group in Calgary, Alberta. For further information on this program or Cineplex Odeon or Galaxy Cinema show-times and ticket information, please visit our website at [www.cineplex.com](http://www.cineplex.com).

For more information contact:  
Pat Marshall, Vice President Communications and Specialty Marketing  
Telephone: 416-323-6648 Telefax: 416-323-6633  
Email: [pmarshall@cineplexgalaxy.com](mailto:pmarshall@cineplexgalaxy.com)

Cineplex Galaxy LP is a leading exhibitor of motion pictures in the entertainment industry. Headquartered in Toronto, Canada, Cineplex Galaxy LP currently operates 83 theatres with a total of 752 screens in 6 provinces across Canada. Cineplex Odeon Cinemas, Galaxy Cinemas and the associated brands are owned and operated by Cineplex Galaxy LP. There are 63 Cineplex Odeon Cinemas located in the major urban centres and 20 Galaxy Cinemas featured in mid-size markets. Proudly Canadian, Cineplex Galaxy LP is a public company traded on the Toronto Stock Exchange under Cineplex Galaxy Income Fund (symbol CGX.UN).

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Telephone: 416-323-6648 Telefax: 416-323-6633  
Email: [pmarshall@cineplexgalaxy.com](mailto:pmarshall@cineplexgalaxy.com)