



For Immediate Release

Cineplex Entertainment Launches the Cineplex Mobile App and Mobile Ticketing

Buy tickets, search movie listings and more with this free app available in English and French

Toronto, ON – November 23, 2010 (TSX: CGX.UN): Cineplex Entertainment today announced the Cineplex Mobile App will be available as a *free* download for a wide variety of smartphones and select devices effective tomorrow, November 24th, 2010. A complete list of compatible phones and devices is available on Cineplex.com. The Cineplex Mobile App will be available in both English and French.

"By downloading the Cineplex Mobile App, guests will always have the latest movie choices and showtimes for theatres across Canada at their fingertips," said Pat Marshall, Vice President, Communications and Investor Relations. "Guests can also buy tickets, catch up on the latest movie news, view trailers and receive information on promotions and more, making it the must-have entertainment app for Canadians."

Cineplex Entertainment also announced guests will have the option of using PayPal™ to purchase tickets with the Cineplex Mobile App. After selecting their tickets, guests using PayPal can log in to their account, confirm payment and then choose the ticketing option they prefer. This quick and easy step takes place directly in the Cineplex Mobile App, making it a secure and easy transaction. Guests can also purchase tickets using a credit card in addition to using PayPal.

When making a purchase, guests are presented with two options to receive their tickets, *Pickup Using Mobile* or *Print Skip Scan*. Guests selecting *Pickup Using Mobile* are sent an eight digit alpha numeric booking identification number (ID) after their payment is processed. This booking ID is entered at a theatre kiosk or used at the box office and once the ID is accepted, the tickets are printed. For *Print Skip Scan*, once the payment is processed, an email confirmation is sent to the guest, which they print at home and bring to the theatre where it will be scanned for admission. There are no additional service charges when purchasing tickets for Cineplex Entertainment theatres via the Cineplex Mobile App or Cineplex Mobile Web at m.cineplex.com.

The Cineplex Mobile App is your one-stop destination for movie and entertainment information in Canada. Guests can view information for theatres across Canada, (not just Cineplex Entertainment theatres) by radius, with maps, phone number, admission prices, showtimes and ticketing information. Guests can also browse a listing of movies both in-theatre and coming soon, read the latest movie news, watch a trailer or other exclusive content, view box office results, receive promotion information and check their SCENE point balance. Members of our SCENE rewards program can enter their SCENE card number to have it stored on their device.

Once stored, the SCENE number will automatically appear in all mobile transactions so they can seamlessly earn SCENE points.

When your SCENE card number is stored in your mobile device, it will create an electronic SCENE bar code that will replace your *physical* SCENE card. When you want to redeem SCENE points for free movie tickets or concession combos, simply present your mobile device with the SCENE bar code at our box office or concession area. It's that easy.

Guests can visit mobile.cineplex.com for additional information or visit m.cineplex.com on their mobile device to download the Cineplex Mobile App. Cineplex Entertainment partnered with Five Mobile, a recognized leader in smart phone application development, to create the Cineplex Mobile applications. Visit fivemobile.com to learn more.

About Cineplex Entertainment

Headquartered in Toronto, Canada, Cineplex Entertainment owns, leases or has a joint-venture interest in 130 theatres with 1,350 screens located from British Columbia to Quebec. As the largest motion picture exhibitor in Canada serving approximately 70 million guests annually, Cineplex Entertainment is the exclusive provider of UltraAVX™ and the leading exhibitor of digital, 3D and IMAX projection technologies in the country. With a workforce of approximately 10,000 employees, the company operates the following brands: Cineplex Odeon, Galaxy, Famous Players, Colossus, Coliseum, SilverCity, Cinema City and Scotiabank Theatres. Cineplex Entertainment is proud to be a major supporter of The Starlight Children's Foundation and regularly conducts various fundraising initiatives throughout the year including the annual Starlight pin campaign. 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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