



FOR IMMEDIATE RELEASE

**CANADIAN EXCLUSIVE FOR TORONTO MOVIEGOERS!
DISNEY'S "CHICKEN LITTLE" IN DISNEY DIGITAL 3D™
ONLY AT CINEPLEX ENTERTAINMENT THEATRES**

Toronto, ON (TSX: CGX.UN), November 4, 2005 – Cineplex Entertainment offers moviegoers in the Greater Toronto Area the Canadian exclusive screenings of Walt Disney Pictures' *Chicken Little*, in Disney Digital 3D™, and presented exclusively in Dolby Digital Cinema. The two Cineplex Entertainment destinations equipped with the new technology required to show Digital 3D are SilverCity Mississauga Cinema and Colossus Woodbridge Cinema. The movie opens today, and children will be delighted to learn they can keep the special 3D glasses used to view the film.

"Cineplex Entertainment prides itself on providing our guests with an exceptional entertainment experience, and presenting *Chicken Little* in Disney Digital 3D demonstrates our interest in offering leading edge technology," says Pat Marshall, Vice President Communications and Investor Relations. "We are proud to be a part of this breakthrough in movie exhibition history. For the first time in Canada, a 3D major motion picture will be transmitted to our theatres via satellite for a *digital* presentation on our screens. This is really the beginning of digital movies on Canadian screens and we expect there to be many more from Disney and other studios as well."

Chicken Little in Disney Digital 3D is the first true three-dimensional digital experience in movie theatres. The state-of-the-art technology is the result of the collaborative efforts of the visual effects company Industrial Light & Magic (a Lucasfilm Ltd. company), who rendered the film in 3D and the digital 3D pioneer, REAL D, who applied several of its patented technologies, including screens, software and glasses. REAL D also uses Kitchener, Ontario based Christie Digital DLP 2k projectors. The outcome is an exceptional experience that brings the film's animation to life and will make the viewer feel as though they have been drawn into the movie itself.

REAL D Cinema projects left and right frame images sequentially at 144 frames per second - three times the speed of traditional film based 3D movies – a threshold determined necessary by REAL D in order to create a natural 3D entertainment experience. As each frame alternates between left and right eye images, the system changes the orientation of the light to match the orientation of the glasses. The polarized glasses decode the images, allowing audiences to tilt their heads and move around with a sense of depth perception.

Toronto area moviegoers can experience the first-ever Digital 3D movie, *Chicken Little*, presented exclusively in Dolby Digital Cinema at:

SilverCity Mississauga
3055 Vega Blvd.
Mississauga, ON

Colossus Woodbridge
3555 Hwy #7 West
Vaughn, ON

Please check local listings for show times.

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