



FOR IMMEDIATE RELEASE

**A New Entertainment Experience – Cineplex *UltraAVX*™ Premieres
In Edmonton at Two Cineplex Entertainment Theatres
on Friday, October 8th**

*Featuring wall-to-wall screens, digital and 3D projection, Dolby digital surround sound
and reserved seating!*

Toronto, ON – October 6, 2010 (CGX.UN): Cineplex Entertainment is very pleased to introduce the next evolution of the audio visual entertainment experience in Canada - Cineplex® *UltraAVX*™ ("*UltraAVX*") an Ultra Audio Visual Experience™ to Edmonton residents.

"*UltraAVX* will immerse you in the action on screen and surround you in pure digital sound for an experience that is not to be missed. It really is the next level of cinema entertainment," said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. "Cineplex is the leader in out-of-home entertainment in Canada and we continue to enhance the entertainment experience with the launch of *UltraAVX*," said Marshall.

UltraAVX was designed to create one of the most immersive entertainment experiences possible for Cineplex guests. *UltraAVX* auditoriums feature screens that are significantly larger on average than our traditional screens and extend wall-to-wall. Adding to the experience is a superb digital surround sound system utilizing the latest in Dolby digital sound technology. Christie Solaria 2230 DLP Cinema® projectors will provide a superior digital presentation projecting visually stunning, crystal clear images onto the giant screen. The system is further enhanced with the addition of RealD 3D technology enabling us to also present the latest 3D movies in the *UltraAVX* auditorium. Guests will love the new reserved seating option especially when they settle in to the extra wide high back rocker seats.

UltraAVX makes its debut in Edmonton on Friday, October 8, 2010 at *Cineplex Odeon South Edmonton Cinemas* and at *Cineplex Odeon North Edmonton Cinemas*. *UltraAVX* will be added to seven other Cineplex Entertainment theatres by the end of 2010 with many more locations to be added in 2011.

Cineplex Odeon South Edmonton Cinemas is located at 1525-99th Street NW, and *Cineplex Odeon North Edmonton Cinemas* is located at 14231-137th Avenue NW, Edmonton, AB. For more information or to purchase tickets and get your reserved seat in the *UltraAVX* auditorium, please go to cineplex.com

About Cineplex Entertainment

Headquartered in Toronto, Canada, Cineplex Entertainment owns, leases or has a joint-venture interest in 129 theatres with 1,342 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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