



FOR IMMEDIATE RELEASE

XSCAPE Entertainment Centre Opens Friday, June 26th at 11:30 am

Play Free on opening day and receive double the credits
on your Play Card purchase in the first two weeks

Toronto, ON (CGX.UN) – June 24, 2009 – Get ready to game! Cineplex Entertainment is pleased to announce the grand opening of the XSCAPE Entertainment Centre (XSCAPE) which is located in SilverCity Newmarket Cinemas at 18151 Yonge Street and will open its doors to the public on **Friday, June 26, 2009 at 11:30 am.**

As part of the opening day festivities, guests that visit XSCAPE to play on Friday, June 26th between 11:30 am – 6 pm, will receive a free \$10 Play Card. In addition, XSCAPE brand ambassadors will be visiting various locations in and around Newmarket in an XSCAPE branded MINI Clubman and will be distributing XSCAPE tattoos and Play Cards randomly valued from \$10 - \$100. Guests that wear the XSCAPE tattoo during the next two weeks will receive double the credits on their Play Card purchase while playing at XSCAPE.

XSCAPE is a new entertainment centre packed with more than 80 of the latest video and interactive games, special event party suites and a full-service licensed lounge for guests to enjoy. XSCAPE features attractions such as *Guitar Hero On-Stage*, the *NFL 2 Minute Drill*, *Deal or No Deal* and the first Brunswick Virtual Bowling lanes in Canada that are sure to appeal to gamers all ages.

Many games will be rewarded with tickets – the higher the score, the more tickets they'll receive – which can then be redeemed at the Redemption Centre for a wide variety of cool prizes ranging from toys to movie tickets and electronics. As an added bonus, SCENE members can earn and redeem SCENE points when purchasing XSCAPE game cards.

The lounge will boast a broad menu from appetizers to desserts as well as alcoholic beverages for guests 19 years of age and older. For intimate gatherings, the two special event suites can accommodate up to 25 people. Larger groups of up to 500 can rent the entire XSCAPE Entertainment Centre. Whatever the group size, XSCAPE will be the perfect destination for birthday parties and a variety of celebrations, no matter what the age.

About Cineplex Entertainment:

As the largest motion picture exhibitor in Canada, Cineplex Entertainment LP owns, leases or has a joint-venture interest in 129 theatres with 1,328 screens serving more than 63.5 million guests annually. Headquartered in Toronto, Canada, Cineplex Entertainment operates theatres from British Columbia to Quebec and is the largest exhibitor of digital, 3D and IMAX projection technologies in the country. Proudly Canadian and with a workforce of more than 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 99.5% of Cineplex Entertainment LP, are traded on the Toronto Stock Exchange (symbol CGX.UN). For more information, visit www.cineplex.com.

- 30 -

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