



For Immediate Release

Community Day at SilverCity Hamilton Mountain Cinemas to Support Starlight Children's Foundation

Enjoy FREE movies and more the morning of Saturday, October 23rd

Toronto, ON (CGX.UN) October 19, 2010 – SilverCity Hamilton Mountain Cinemas is very pleased to host *Community Day* on Saturday, October 23rd, 2010 from 8:30 am to 11:30 am. The morning will offer Hamilton area movie-lovers a great selection of FREE movies with proceeds from the concession sales donated to The Starlight Children's Foundation.

"Cineplex Entertainment, via our SilverCity Hamilton Mountain Cinemas is pleased to host *Community Day* to support Starlight Children's Foundation," said Pat Marshall, Vice President Communications and Investor Relations, Cineplex Entertainment. "*Community Day* offers an opportunity for Hamilton area residents to experience our theatre while supporting a very worthwhile organization."

On Saturday morning, SilverCity Hamilton Mountain Cinemas invites residents to enjoy a selection of FREE movies and specially discounted items at the concession stand. Concession pricing will include special discounted prices of \$2 for a regular-size popcorn and \$2 for a regular-size fountain drink, with all proceeds from these concession items donated to Starlight Children's Foundation. In addition to these specially priced concession items, clowns and face painting will be available in the lobby for guests to enjoy.

The FREE movie schedule for *Community Day* on Saturday, October 23rd, 2010 includes:

- 9:00 am – *Iron Man 2*
- 9:10 am – *The Karate Kid*
- 9:20 am – *Shrek Forever After* (3D)
- 9:30 am – *How to Train Your Dragon*
- 9:40 am – *Marmaduke*

All the movies are free of charge to guests and are based on seat availability on a first-come first-serve basis. SilverCity Hamilton Mountain Cinemas is located at 795 Paramount Drive in Hamilton, ON.

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.

-30-

For more information, contact:

Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment,
416-323-6648, pat.marshall@cineplex.com