



For Immediate Release

***Community Day at SilverCity CrossIron Mills Cinemas & XSCAPE Entertainment Centre to Support Starlight Children's Foundation***  
*Enjoy FREE movies and more the morning of Saturday, July 24<sup>th</sup>*

Toronto, ON (CGX.UN) July 14, 2010 – SilverCity CrossIron Mills Cinemas & XSCAPE Entertainment Centre is very pleased to host the first-ever *Community Day* on Saturday, July 24, 2010 from 8:30 am to 11:30 am. The morning will offer Rocky View County and surrounding Calgary 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 CrossIron Mills Cinemas & XSCAPE Entertainment Centre 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 Rocky View County and Calgary area residents to experience our new theatre and entertainment centre all while supporting a very worthwhile organization."

On Saturday morning, SilverCity CrossIron Mills Cinemas & XSCAPE Entertainment Centre 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 of 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, July 24, 2010 includes:

- 9:00 am – *Tooth Fairy*
- 9:10 am – *How to Train Your Dragon* (3D)
- 9:20 am – *The Twilight Series: New Moon*
- 9:30 am – *Monsters vs. Aliens*
- 9:40 am – *Astro Boy*

All the movies are free of charge to guests and are based on seat availability on a first- come first-serve basis. SilverCity CrossIron Mills Cinemas & XSCAPE Entertainment Centre is located at 261055 CrossIron Boulevard (inside CrossIron Mills at Zone 5) in Rocky View County, AB.

**About Cineplex Entertainment**

As the largest motion picture exhibitor in Canada, Cineplex Entertainment LP owns, leases or has a joint-venture interest in 131 theatres with 1,353 screens serving approximately 70 million guests annually. Headquartered in Toronto, Canada, Cineplex Entertainment operates theatres from British Columbia to Quebec and is the exclusive provider of *UltraAVX* and the largest exhibitor of digital, 3D and IMAX projection technologies in the country. Proudly Canadian and with a workforce of approximately 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

99.7% of Cineplex Entertainment LP, are traded on the Toronto Stock Exchange (symbol GX.UN).  
For more information, visit [www.cineplex.com](http://www.cineplex.com).

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