



FOR IMMEDIATE RELEASE

CARB ZONE GIRLS' NIGHT GOES TO THE MOVIES AT CINEPLEX ODEON THEATRES ACROSS CANADA

Toronto, Ontario. November 11, 2004 (TSX: CGX.UN). Cineplex Galaxy LP and Unilever Canada have created an exciting marketing program to launch the new *Carb Zone Bars* by Slim-Fast. **Carb Zone Girls' Night** is a series of six special screenings that will occur simultaneously across the country where lucky contest winners will be treated to a VIP reception and screening party of a major motion picture. The events will take place today, Thursday November 11, 2004 for the launch of *Bridget Jones: The Edge of Reason*.

"This is a really innovative and creative marketing campaign that has already been very well received by our target market judging by the thousands of hits the website has received," said Paul Bolte, Vice President, Cinema Marketing Sales for Cineplex Galaxy LP.

"Girlfriends are always supporting, accepting and encouraging. Slim-Fast Carb Zone understands that managing your weight can be a difficult challenge, which is why we are here to help. We encourage women to celebrate their girlfriends and each other...and what better opportunity then to enjoy a Girls' Night at the movies", said Geoff Craig, Marketing Director, Unilever Canada.

Cineplex Odeon staff distributed 350,000 *Carb Zone Bar* samples (20g bars) to women at 23 Cineplex Odeon locations across Canada during the months of September and October 2004. The program is being supported by an extensive media buy encompassing print, radio, and in-theatre backlit posters, digital still slides, floor and window decals and on-line promotion. Admissions to these special screenings were drawn from winning submissions to an online contest posted at www.carbzone.ca.

The Special Screenings will be held simultaneously at Cineplex Odeon theatres in Vancouver, Calgary, Edmonton, Toronto, Ottawa and Montreal and will feature a VIP reception where tuxedo-clad butlers will serve *Carb Zone Bars* and bubbly on silver platters to lucky contest winners. A photographer will capture the moment with digital photos of winners and their girlfriends that will be posted on the event website following the event.

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Cineplex Galaxy LP is a leading exhibitor of motion pictures in the entertainment industry. Headquartered in Toronto, Canada, Cineplex Galaxy LP currently operates 84 theatres with a total of 765 screens in 6 provinces across Canada. Cineplex Odeon Cinemas, Galaxy Cinemas and the associated brands are owned and operated by Cineplex Galaxy LP. There are 63 Cineplex Odeon Cinemas located in major urban centres and 22 Galaxy Cinemas featured in mid-size markets. Proudly Canadian, Cineplex Galaxy LP is a public company traded on the Toronto Stock Exchange under Cineplex Galaxy Income Fund (symbol CGX.UN).

Unilever is one of the world's largest consumer products companies with annual sales of approximately (US) \$48 billion in 2003. It produces and markets a wide range of foods and home and personal care products. Unilever operates in around 100 countries around the globe and employs approximately 250,000 people. In Canada, Unilever sales were just over C\$1.6 billion in 2003. It employs over 2,200 people across Canada. Unilever is best known by brands such as Becel(R), Lipton(R), Red Rose(R), Slim-Fast(R), Hellmann's(R), Knorr(R), Breyers(R), Popsicle(R), Bertolli(R), Sunlight(R), AXE(R), Vaseline(R), Vim(R), Q-Tips(R), Dove(R), Suave(R) and Degree(R).

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