



For Immediate Release

**Cineplex Entertainment Announces Opening Date
For Galaxy Cinemas Chilliwack**

200 hundred jobs created to build and operate this brand new cinema

Toronto, ON – November 8, 2010 (CGX.UN): Cineplex Entertainment is pleased to announce *Galaxy Cinemas Chilliwack* will open its doors to guests on Friday, November 19, 2010. Advance tickets can now be purchased online beginning Monday, November 15th at www.cineplex.com for *Harry Potter and The Deathly Hallows Part 1*. The theatre box office will open at 6 p.m. on November 19th.

The new eight-screen, 31,000 square foot *Galaxy Cinemas Chilliwack* cost approximately \$7.5 million to build and has created a variety of job opportunities in Chilliwack. During the seven-month build, 125 construction jobs were created. The theatre will also employ 75 permanent and part-time staff, for which more than 800 job applications were received. Additionally, these jobs do not reflect the spin-off benefit to the community as local retailers, restaurants, hotels and numerous other businesses also benefited during the construction phase, and will continue to do so upon the opening of the new cinema.

“Galaxy Cinemas Chilliwack features the latest in audio and visual cinema technology, providing members of the Chilliwack community with an exceptional entertainment offering,” said Pat Marshall, Vice President, Communications and Investor Relations. “Guests are going to love this new entertainment destination especially when they realize all the latest technology that is available – all digital projection, RealD 3D and UltraAVX™, our new premium entertainment offering.”

Galaxy Cinemas Chilliwack is the first cinema in British Columbia to offer UltraAVX. Guests attending a movie in an UltraAVX auditorium will be treated to a screen significantly larger on average than our traditional screens, superb Dolby digital surround sound, extra wide high back rocker seats and reserved seating.

All screens are equipped with digital projection systems providing guests with the crispest imagery and sharpest picture onscreen. Four auditoriums, including UltraAVX, are equipped with RealD 3D technology allowing guests to experience a 3D movie from the great lineup of new movies scheduled to open through, and beyond, the holiday season.

Galaxy Cinemas Chilliwack features almost 1,600 all stadium rocker seats (each seat row is approximately 18” higher than the previous row) with ample legroom; big screens and digital surround sound. The concessions include traditional movie fare such as popcorn, candy and soft drinks. *Outtakes* offers fresh cut fries, Angus burgers, hot dogs, chicken strips, chicken sandwiches and more. *Pizza Pizza*, *TCBY* and *Far Coast* specialty coffees and teas are also available.

For added ease and convenience, guests can buy tickets online at www.cineplex.com and use our *Print Skip Scan* service at no extra charge to *print* their ticket at home, *skip* the box office line and *scan* the ticket on their way into the auditorium.

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, CinemaCity 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 information, interviews or photos please contact:

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

Kyle Moffatt, Director, Communications, Cineplex Entertainment, 416-323-6728, kyle.moffatt@cineplex.com