



For Immediate Release

Cineplex Entertainment Launches Online Social Networking Community, *mycineplex*

Toronto, ON (CGX.UN), September 3, 2008 - Cineplex Entertainment announces the launch of their online social networking movie and entertainment community, *mycineplex*. Starting today, Cineplex Entertainment is inviting movie fans to join *mycineplex* to “review, discuss and share” their thoughts and ideas with other movie fans.

“Cineplex Entertainment is very pleased to introduce our vibrant new online social networking community, *mycineplex*,” said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. “Movies and entertainment news are a central part of the social experience and *mycineplex* provides entertainment and movie lovers with a new community to exchange their views. *Mycineplex* is really a community built by movie fans for movie fans.”

Part of cineplex.com, *mycineplex* gives users the ability to rate, review and comment on movies, become fans of members and theatres, tag and bookmark interesting content, upload photos and participate in user-generated contests. Membership is free and anyone can join by registering at www.cineplex.com. *Mycineplex* members will have access to a number of exciting and unique services including exclusive contests, promotions, entertainment blogs and e-newsletters as well as online and mobile ticketing.

Mycineplex and *moncineplex*, the French version site, launch in Canada simultaneously in both English and French. By way of social bookmarks, *mycineplex* members will have the ability to share content from cineplex.com and mycineplex.com on other social networks they are members of such as My Space, Facebook, Digg and Del.icio.us among others.

Future expansion to mycineplex.com will include video upload capabilities, a Facebook Fan Page and an enhanced e-commerce site that will make cineplex.com even more dynamic and interactive.

About Cineplex Entertainment:

Headquartered in Toronto, Canada, Cineplex Entertainment LP owns, leases or has a joint venture interest in 130 theatres with 1,325 screens serving approximately 61 million guests annually. Cineplex Entertainment LP is the largest motion picture exhibitor in Canada operating the following brands:

Cinema City, Cineplex Odeon, Coliseum, Colossus, Famous Players, Galaxy, SilverCity and Scotiabank Theatres. The units of Cineplex Galaxy Income Fund, which owns approximately 76% of Cineplex Entertainment LP, are traded on the Toronto Stock Exchange (symbol CGX.UN).

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