



FOR IMMEDIATE RELEASE

**CINEPLEX ENTERTAINMENT PREMIERES ITS NEW GIFT CARDS
JUST IN TIME FOR THE HOLIDAY SEASON**

Toronto, ON (CGX.UN) – November 20, 2006 – Cineplex Entertainment is pleased to announce the arrival of their new gift card program available exclusively at its 132 theatres across Canada and online at www.cineplex.com just in time for the holiday season. Technology for the program is provided by First Data International, a global leader in electronic commerce and payment services.

“The introduction of the Cineplex Entertainment gift card provides a great opportunity for customers to share the movie-going experience with their friends, family and loved ones,” said Ellis Jacob, President and CEO, Cineplex Entertainment. “Not only are we offering these gift cards directly to consumers for gift giving, but we’ve also packaged our gift cards for corporate sales as well.”

The new gift cards provide holiday shoppers a great opportunity to scoop up the perfect stocking stuffer or gift this season, making holiday giving easy, quick and convenient. The gift cards can be used by guests against the purchase of any admission, concession or merchandise at any one of our theatres. Replacing the traditional paper gift certificates, the new gift cards can be loaded and reloaded at any time with any amounts from \$10 to up to \$500 and have no expiration date. Card balances can be checked by visiting your local theatre and inquiring at any point-of-sale terminal or by calling toll free at 1.800.544.7573.

“We’re excited to partner with Cineplex Entertainment, the largest motion picture exhibitor in Canada,” said Peter Harrington, President, Canada, First Data International. “We’ve combined Cineplex Entertainment’s gift card needs with our expertise in electronic payment processing for a winning combination.”

About First Data International:

First Data International, part of First Data Corp. (NYSE:FDC), is a leading provider of electronic commerce and payment solutions for financial institutions and merchants around the world. First Data International serves a diverse range of markets, leveraging global scale through a local presence and maintaining focus on individual client needs. The company has more than 6,700 employees and operates across Europe, Middle East and Africa, Latin America, Canada, Australia and Asia-Pacific.

First Data Corp. (NYSE: FDC) is a leading provider of electronic commerce and payment solutions for businesses worldwide. Serving 4.6 million merchant locations, 1,900 card issuers and their customers, First Data powers the global economy by making it easy, fast and secure for people and businesses around the world to buy goods and services using virtually any form of payment. The company's portfolio of services and solutions includes merchant transaction processing services; credit, debit, private-label, gift, payroll and other prepaid card offerings; fraud protection and authentication solutions; electronic check acceptance services through TeleCheck; as well as Internet commerce and mobile solutions. The company's STAR Network offers PIN-secured debit acceptance at 2 million ATM and retail locations. For more information, visit www.firstdata.com.

continued next page...

About Cineplex Entertainment LP:

Cineplex Entertainment LP owns, leases, or has a joint venture interest in 132 theatres with 1,309 screens and is the largest motion picture exhibitor in Canada. Headquartered in Toronto, Canada, the Partnership operates theatres with the following six top-tier brands: Cineplex Odeon, Galaxy and Famous Players (including Coliseum, Colossus and SilverCity). Proudly Canadian, the units of Cineplex Galaxy Income Fund, which owns approximately 59.7% of Cineplex Entertainment LP, are traded on the Toronto Stock Exchange under Cineplex Galaxy Income Fund (symbol CGX.UN). More information can be found at cineplex.com.

-30-

For more information, please contact:

Georgia Sourtzis
Manager, Communications
Cineplex Entertainment LP
416-323-6728
georgia.sourtzis@cineplex.com

Julie Holan
Director, Marketing Communications
First Data International
321.263.3838
julie.holan@firstdata.com