



For Immediate Release

It's All Fun and Games As Xbox 360™ Hits the Big Screen Exclusively at Select Cineplex Entertainment Theatres

Toronto, ON (CGX.UN) – August 13, 2008 – Gamers get your controllers ready! Cineplex Entertainment and Xbox are pleased to bring the Xbox 360 gaming experience to the big screen in surround sound exclusively at select Cineplex Entertainment theatres across Canada.

Beginning August 15th, gamers will be able to experience their favourite Xbox 360 games on the big screen outside of regular movie showtimes. Pricing for a two-hour private gaming session for up to twelve people is \$179 + applicable taxes and includes the use of Xbox 360 and four wireless controllers. Gamers can bring their own games or use one of the available games in the theatre's library which includes some of the latest blockbuster titles. Visit your local participating theatre box office for available gaming hours and to make your reservation.

"We are pleased to exclusively partner with Xbox 360 to bring the gaming experience to our big screens," said Pat Marshall, Vice-President, Communications and Investor Relations, Cineplex Entertainment. "This unique experience is great for parties and events for groups of two to twelve and will make the gaming experience larger than life."

"We're thrilled to be partnering with Cineplex Entertainment to bring this larger than life experience to Canadian gamers," said Craig Flannagan, Platform Product Manager, Xbox Canada. "The stunning graphics and epic cinematic quality of video games on Xbox 360 makes them look right at home on the big screen."

Cineplex Entertainment will present Xbox 360 gaming on the big screen at the following select theatres throughout Canada:

BRITISH COLUMBIA

SilverCity Victoria Cinemas

3130 Tillicum Road
Victoria, BC

SilverCity Riverport Cinemas

14211 Entertainment Way
Richmond, BC

Colossus Langley Cinemas

20090 91A Avenue
Langley, BC

Famous Players 6 Cinemas

172-1600 15th Avenue
Prince George, BC

Cineplex Odeon Pitt Meadows Cinemas

410-19800 Lougheed Highway
Pitt Meadows, BC

ALBERTA

Scotiabank Theatre Chinook

6455 MacLeod Trail SW
Calgary, AB

Galaxy Cinemas Lethbridge

501-1st Avenue
Park Place, AB

**Cineplex Odeon South Edmonton
Cinemas**
1525-99th Street
Edmonton, AB

Galaxy Cinemas Sherwood Park
2020 Sherwood Drive
Sherwood Park, AB

SASKATCHEWAN

Galaxy Cinemas Regina
420 McCarthy Boulevard N
Regina, SK

Galaxy Cinemas Saskatoon
347 2nd Avenue
Saskatoon, SK

MANITOBA

SilverCity Polo Park Cinemas
817 St. James Street,
Winnipeg, MB

ONTARIO

Colossus Vaughan Cinemas
3555 Highway 7
Vaughan, ON

Cineplex Odeon Queensway Cinemas
1025 The Queensway
Etobicoke, ON

Coliseum Mississauga Cinemas
309 Rathburn Road West
Mississauga, ON

SilverCity Oakville Cinemas
3531 Wyecroft Road
Oakville, ON

SilverCity Ancaster Cinemas
771 Golf Link Road
Ancaster, ON

SilverCity Sudbury Cinemas
355 Barrydown Road
Sudbury, ON

**Cineplex Odeon Gardiners Road
Cinemas**
626 Gardiners Road
Kingston, ON

**Cineplex Odeon Niagara Square
Cinemas**
7555 Montrose Road
Niagara Falls, ON

SilverCity Newmarket Cinemas
18151 Yonge Street
Newmarket, ON

Cineplex Odeon Oshawa Cinemas
1351 Grandview Street N
Oshawa, ON

SilverCity London Cinemas
1680 Richmond Street,
London, ON

Galaxy Cinemas Barrie
72 Commerce Park Drive
Barrie, ON

Galaxy Cinemas Peterborough
320 Water Street
Peterborough, ON

SilverCity Gloucester Cinemas
2385 City Park Drive
Gloucester, ON

Cineplex Odeon Barrhaven Cinemas
131 Riocan Avenue
Barrhaven, ON

QUEBEC

Cineplex Odeon Brossard Cinemas

9350, boul. Leduc
Brossard, PQ

Cineplex Odeon Ste. Foy Cinemas

1200 boul. Duplessis
Ste. Foy, PQ

StarCité Montreal Cinemas

4825 avenue Pierre de Coubertin
Montreal, PQ

About Cineplex Entertainment LP:

Headquartered in Toronto, Canada, Cineplex Entertainment LP owns, leases or has a joint-venture interest in 132 theatres with 1,337 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).

About XBOX:

Xbox 360 is a superior video game and entertainment system delivering the best games, unique entertainment features and a unified online gaming network that revolve around gamers. Xbox 360 has a portfolio of nearly 400 games in 37 countries. More information can be found online at <http://www.xbox.ca>.

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