



FOR IMMEDIATE RELEASE

CINEPLEX ENTERTAINMENT GOES BIG

See movies the way they are meant to be seen

Toronto, ON (CGX.UN) – May 29, 2006 – Cineplex Entertainment, Canada’s leading motion picture exhibition company, today launched an innovative advertising campaign. This is the first ad campaign of its kind to be launched by a major motion picture exhibitor in North America. The ad campaign’s tagline, “Go Big” provides a point of comparison for seeing movies on the big screen versus other substantially smaller home entertainment options. By focusing the message on the cinema experience, Cineplex intends to make movie-going Canadian’s first choice for out-of-home entertainment.

“This is an exciting first for our company and the North American exhibition industry overall; we are delighted to take a leading role in raising awareness for the exceptional movie experience possible only by experiencing movies on the big screen,” said Ellis Jacob, President and CEO, Cineplex Entertainment. “Cineplex prides itself on being a leader in the North American exhibition industry and the entertainment industry as a whole.”

The theme of the campaign, which was created in partnership with advertising agency Endeavor, takes a humorous and informative approach at comparing the in-theatre movie experience with at-home television viewing. The average movie screen is 50 feet wide and by contrast the average television is 50 inches wide. When the two are directly compared, there simply is no comparison for watching a movie on a small screen.

“You simply can’t beat the experience of watching a movie on a giant screen surrounded by state of the art digital sound,” said Greg Mason, Vice President Marketing and Sales, Cineplex Entertainment. “We believe these ads effectively demonstrate, in an entertaining and humorous way, the obvious differences between staying home to watch a movie and the exceptional experience provided in the theatre.”

“Cineplex is demonstrating true industry leadership by creating and marketing a movie-going campaign that benefits not only their theatre circuits but the entire Canadian motion picture industry,” said John Fithian, President, National

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Association of Theatre Owners, based in Washington, DC. “Timing the campaign’s launch just prior to the peak summer season is ideal.”

The comprehensive media campaign includes two 15-second television commercials; a 30-second cinema commercial that will air on the Cineplex digital pre-show network; large scale billboards in Toronto; outdoor theatre banners at a number of Cineplex Entertainment theatre locations across Canada; and a print media campaign in several major daily newspapers as well as magazines. The total ad-buy for the campaign is approximately \$800,000. To view the new 15 second commercials, please visit our website at cineplex.com.

About Cineplex Entertainment LP:

Cineplex Entertainment LP owns leases or has a joint venture interest in 129 theatres with 1,271 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 50.6% 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.

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For more information, please contact:

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