



For Immediate Release

**Cineplex Odeon Westmount & VIP Cinemas Hosts
*Starlight Community Day***

Enjoy free movies and more the morning of Saturday, October 24th

TORONTO, ON, October 20, 2009 (CGX.UN) – Cineplex Entertainment, via Cineplex Odeon Westmount & VIP Cinemas, is pleased to host *Starlight Community Day* on Saturday, October 24, 2009 from 8:30 am to 11:30 am in support of Starlight Children’s Foundation.

The morning will offer London residents the opportunity to escape to Cineplex Odeon Westmount & VIP Cinemas and enjoy a great selection of free movies as well as specially discounted concession items at the concession stand. Concession pricing will include \$2 for regular-size popcorn and \$2 for a regular-size fountain drink, with all concession proceeds donated to the Starlight Children’s Foundation. In addition, clowns and face painting will be available in the lobby for guests to enjoy!

“Starlight Children’s Foundation provides much needed assistance to children and families living with serious illnesses in communities across the country,” said Pat Marshall, Vice President Communications and Investor Relations, Cineplex Entertainment. “We want to host a special morning filled with entertainment and fun that London residents can come out and enjoy all while supporting a wonderful charity,” said Marshall.

Guests also have the chance to further support Starlight Children’s Foundation by purchasing a specially designed pin available at Cineplex Entertainment theatres only. The Starlight Children’s Foundation helps seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities.

The morning movie schedule includes:

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| 9:00 am | <i>Hotel for Dogs</i> |
| 9:15 am | <i>Monsters vs Aliens</i> |
| 9:30 am | <i>The Tale of Despereaux</i> |
| 9:45 am | <i>Paul Blart: Mall Cop</i> |
| 10:00 am | <i>Madagascar: Escape 2 Africa</i> |

All the movies are free of charge to guests and are based on seat availability on a first-come, first-serve basis.

Cineplex Odeon Westmount & VIP Cinemas is located at 755 Wonderland Road S.

About Cineplex Entertainment LP

As the largest motion picture exhibitor in Canada, Cineplex Entertainment LP owns, leases or has a joint-venture interest in 129 theatres with 1,328 screens serving more than 63.5 million guests annually. Headquartered in Toronto, Canada, Cineplex Entertainment operates theatres from British Columbia to Quebec and is the largest exhibitor of digital, 3D and IMAX projection technologies in the country. Proudly Canadian and with a workforce of approximately 10,000 employees, the company operates the following top tier brands: Cineplex Odeon, Galaxy, Famous Players, Colossus, Coliseum, SilverCity, Cinema City and Scotiabank Theatres. The units of Cineplex Galaxy Income Fund, which owns approximately 99.6% of Cineplex Entertainment LP, are traded on the Toronto Stock Exchange (symbol CGX.UN). For more information, visit www.cineplex.com.

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