



For Immediate Release

**CANADIAN ROCK BAND *THE TREWS* TO ROCK IN A WINNING  
CINEPLEX ENTERTAINMENT THEATRE NEAR YOU ON  
DECEMBER 17<sup>th</sup>**

SCENE member tells why their town is the best Canadian town to host *The Trews* live!

TORONTO, ON, October 29, 2008 (CGX.UN) – Cineplex Entertainment and Scotiabank are pleased to announce a one-time only live concert featuring *The Trews* exclusively for SCENE members.

Until Monday November 24, 2008, SCENE members can enter this once-in-a-lifetime concert contest by visiting [www.scene.ca](http://www.scene.ca) and stating why *The Trews* should come to their hometown. The winner will get to meet the band, introduce them on stage and sit front row centre with ten of their friends at the live concert event at their local Cineplex Entertainment theatre. The winner and winning town will be announced in early December.

“Cineplex Entertainment is excited to host *The Trews* concert at one of our theatres in the hometown of the lucky SCENE member contest winner,” said Pat Marshall, Vice President Communications and Investor Relations, Cineplex Entertainment. “This is another great contest available exclusively to SCENE members providing them with even greater value from their membership.”

“Scotiabank is pleased to be a part of this exclusive opportunity for one lucky SCENE member,” said Gregg Friday, Head of Customer Aquisitions, Scotiabank. “SCENE is all about entertainment and that’s exactly what this contest is about – the exclusive chance to bring a great rock band to your hometown for all to enjoy.”

Not a SCENE member already? Visit [www.scene.ca](http://www.scene.ca) today to join!

**ABOUT SCENE**

SCENE, the entertainment rewards program launched by Scotiabank and Cineplex Entertainment, is free to join and offers members an immediate ten per cent discount on concession purchases and enables members to earn and redeem points for music, movies and concessions. Members can also accelerate their earning power with the SCENE ScotiaCard (debit card) and SCENE VISA card.

## **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 1,317 screens serving approximately 61 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 more than 8,000, the company operates the following top tier brands: Cineplex Odeon, Galaxy and Famous Players including Colossus, Coliseum and SilverCity, in addition to Cinema City 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). For more information, visit [www.cineplex.com](http://www.cineplex.com).

## **ABOUT SCOTIABANK**

Scotiabank is one of North America's premier financial institutions and Canada's most international bank. With more than 60,000 employees, Scotiabank Group and its affiliates serve approximately 12.5 million customers in some 50 countries around the world. Scotiabank offers a diverse range of products and services including personal, commercial, corporate and investment banking. With \$462 billion in assets (as at July 31, 2008), Scotiabank trades on the Toronto (BNS) and New York Exchanges (BNS). For more information please visit [www.scotiabank.com](http://www.scotiabank.com).

- 30 -

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