



FOR IMMEDIATE RELEASE

Attention Assignment Editors: Photo Opportunity

Cineplex Odeon Theatre Guest Wins Echo Hatchback From Toyota

When: TOMMOROW, Thursday, September 2, 2004 at 10:00 a.m.
 Where: Cineplex Odeon Orion Gate Cinemas, 20 Biscayne Road, Brampton, ON
 What: Lucky Prize Winner Receives Her Brand New Car!
 Who: Kelly Ranieri, Prize Winner, Cineplex Galaxy LP, Toyota Canada Inc.
 Why: Because This Is A Fun, Feel-Good News Story With A Happy Ending!

September 1, 2004, TORONTO, ON. Cineplex Galaxy LP is very pleased to announce that Ms. Kelly Ranieri of Brampton, Ontario is the grand-prize winner of our *Reel Reveal* summer theatre promotion and will be driving home a brand new Echo Hatchback from Toyota. The lucky winner visited the Cineplex Odeon Orion Gate Cinemas to see the film *Shrek 2* with her husband, children and friends after rain cancelled their planned fireworks event. While purchasing her combo's at the concession, Kelly received two scratch and win cards. One read *try again* but the second read *you have won a new car*. "I couldn't believe my eyes when I scratched the card and saw that I had won a new car," said Kelly Ranieri. "I didn't believe it at first, I thought it must have been a mistake. I showed it to my husband and he didn't believe it either because something like this doesn't happen very often," she said. Just two weeks earlier she told a friend, "my van is 10 years old and I'm in desperate need of a new vehicle. This is so incredible!"

A total of 450,000 scratch and win cards were produced. Toyota Canada Inc. donated the new Echo Hatchback RS valued at approximately \$17,300. Microsoft Canada provided ten X-Box game systems with Rallisport Challenge 2 games and Cineplex Galaxy LP provided thousands of popcorn and soft drink prizes. "This was a really great promotion for everyone involved," said Pat Marshall, Vice President Communications for Cineplex Galaxy LP. "Our theatre guests loved the prizes they were winning with the scratch and win cards and our promotional partners really liked being a part of a contest that offered so much value to our customers," said Marshall.

Toyota Canada Inc. is the exclusive Canadian importer and distributor of Toyota cars, trucks, and sports utility vehicles, as well as Lexus luxury vehicles, through a sales and service network of over 260 dealers across Canada. A consistent award winner for product quality and ownership satisfaction, Toyota has sold over two million vehicles in Canada. More information about Toyota is available at www.toyota.ca, or through the Toyota Call Centre at 1-888-TOYOTA8.

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Cineplex Galaxy LP is a leading exhibitor of motion pictures in the entertainment industry. Headquartered in Toronto, Canada, Cineplex Galaxy LP currently operates 84 theatres with a total of 758 screens in 6 provinces across Canada. Cineplex Odeon Cinemas, Galaxy Cinemas and the associated brands are owned and operated by Cineplex Galaxy LP. There are currently 63 Cineplex Odeon Cinemas located in major urban centres and 21 Galaxy Cinemas featured in mid-size markets. Proudly Canadian, Cineplex Galaxy LP is a public company traded on the Toronto Stock Exchange under the Cineplex Galaxy Income Fund symbol (CGX.UN). For more information, please visit our website at www.cineplexgalaxy.com

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