



For Immediate Release

Lance Armstrong and Other Top Cyclists Race onto Cineplex Entertainment Screens in a Grueling Quest to Reach the Finish Line with Inspirational *Race Across the Sky – Leadville Trail 100*

Canada – January 12, 2010 (CGX.UN) – Cineplex Entertainment and Citizen Pictures take movie audiences on a ride only the most intense cyclists have experienced – including seven-time Tour de France winner Lance Armstrong – as they compete in one of the world's most grueling mountain bike races in [*Race Across the Sky – Leadville Trail 100*](#). Shown exclusively in select Cineplex Entertainment theatres on Wednesday, January 27th and Sunday, February 7th, 2010, these special events will feature the debut of the documentary, "*Race Across the Sky*."

"The Leadville Trail 100 is one of those events...Like the New York City Marathon or the Ironman, where people say, one day I want to do that," said Armstrong. "It's the purest level of passion that you can get."

"Cineplex Entertainment is pleased to partner with Citizen Pictures to invite cyclists and mountain bike racing fans to the Canadian premiere of *Race Across the Sky – Leadville Trail 100*," said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. "Watching the competitors race on difficult terrain with picturesque Colorado as the back drop on our big screens is sure to impress."

Citizen Pictures filmed against the misty backdrop of a former mining town in Colorado that sits at 10,200 feet to capture the drama of the 2009 LT100 mountain bike race. The LT100 began as a running race 27 years ago to draw tourism to Leadville, Colo. The mountain bike race was added in 1994 and has become a competition with more than 1,000 entries and a lottery determining who will compete. The course includes 14,000 vertical feet of climbing and often severe weather changes. Competitors race on dirt trails, mining roads and Forest Service roads, hoping to cross the finish line in 12 hours or less.

Cameras followed the cyclists from the start through to the finish line and all 100 miles in between as they competed in the August 2009 competition – one of the most intense endurance races of all time. Witness breathtaking aerial views as the camera crew follows the competitors as they cycle over 100 miles of dangerous mountain terrain through extreme climate changes ranging from heat to hail and from rain to snow.

"If you're lucky enough to get into this race, it will be the hardest day on the bike you'll ever experience. 100 miles, off-road, all above 10,000 ft," said Frank Matson, CEO of Citizen Pictures. "The summit is a relentless climb to the top of Columbine Mine at 12,570 ft. The only thing you can count on is that anything can happen. And if at the end of the day you've crossed the finish line, you've won."

Advance tickets are now available online at www.cineplex.com/events as well as at participating theatre box offices. Admission for children ages 3 – 13 is \$8.00, seniors is \$10.50 and

general admission is \$12.50. A special group rate is also available for groups of 20 or more. For more information on group rates, call 1-800-313-4461 or email corporatesales@cineplex.com.

Cineplex Entertainment will present *Race Across the Sky – Leadville Trail 100* at the following select theatres across the country on Wednesday, January 27th at 7 pm and Sunday, February 7th at 1 pm (local time):

BRITISH COLUMBIA

Coquitlam

SilverCity Coquitlam Cinemas, 170 Schoolhouse Street

Kamloops

Cineplex Odeon Aberdeen Mall Cinemas, 700-1320 Trans Canada Highway

Kelowna

Famous Players Orchard Plaza 5 Cinemas, 160-1876 Cooper Road

Langley

Colossus Langley Cinemas, 20090 91A Avenue

Mission

SilverCity Mission Cinemas, 32555 London Avenue

Nanaimo

Galaxy Cinemas Nanaimo, 213-4750 Rutherford Road

Pitt Meadows

Cineplex Odeon Meadowtown Cinemas, 19800 Lougheed Highway

Prince George

Famous Players 6 Cinemas, 172-1600 Fifth Avenue

Richmond

SilverCity Riverport Cinemas, 14211 Entertainment Way

Surrey

Cineplex Odeon Strawberry Hill Cinemas, 12161 72nd Avenue

Vancouver

Cineplex Odeon Park & Tilford Cinemas, 200-333 Brooksbank Avenue

Scotiabank Theatre Vancouver, 900 Burrard Street

Vernon

Galaxy Cinemas Vernon, 2306 Highway 6

Victoria

SilverCity Victoria Cinemas, 3130 Tillicum Road

ALBERTA

Calgary

Cineplex Odeon Crowfoot Crossing Cinemas, 91 Crowfoot Terrace NW

Cineplex Odeon Westhills Cinemas, 165 Stewart Green SW

Scotiabank Theatre Chinook, 6455 Macleod Trail SW

Edmonton

Cineplex Odeon North Edmonton Cinemas, 14231 137th Avenue NW

Cineplex Odeon South Edmonton Cinemas, 1525-99th Street NW

Lethbridge

Galaxy Cinemas Lethbridge, 501-1st Avenue SW

Red Deer

Galaxy Cinemas Red Deer, 357-37400 Highway #2

Sherwood Park

Galaxy Cinemas Sherwood Park, 2020 Sherwood Drive

MANITOBA

Winnipeg

SilverCity Polo Park Cinemas, 817 St. James Street

SilverCity St. Vital Cinemas, 160-1255 St. Mary's Road

SASKATCHEWAN

Prince Albert

Galaxy Cinemas Prince Albert, 2995 2nd Avenue

Regina

Galaxy Cinemas Regina, 420 McCarthy Boulevard N

Saskatoon

Galaxy Cinemas Saskatoon, 347 2nd Avenue

ONTARIO

Ajax

Cineplex Odeon Ajax Cinemas, 248 Kingston Road

Ancaster

SilverCity Ancaster Cinemas, 771 Golf Links Road

Barrie

Galaxy Cinemas Barrie, 72 Commerce Park Drive

Belleville

Galaxy Cinemas Belleville, 160 Bell Boulevard

Brampton

SilverCity Brampton Cinemas, 50 Great Lakes Drive

Brantford

Galaxy Cinemas Brantford, 300 King George Road

Burlington

SilverCity Burlington Cinemas, 1250 Brant Street

Collingwood

Galaxy Cinemas Collingwood, 6 Mountain Road

Etobicoke

Cineplex Odeon Queensway Cinemas, 1025 The Queensway

Gloucester

SilverCity Gloucester Cinemas, 2385 City Park Drive

Guelph

Galaxy Cinemas Guelph, 485 Woodlawn Road W

Hamilton

SilverCity Hamilton Mountain Cinemas, 795 Paramount Drive

Kingston

Cineplex Odeon Gardiners Road Cinemas, 626 Gardiners Road

London

Cineplex Odeon Westmount & VIP Cinemas, 755 Wonderland Road S

SilverCity London Cinemas, 1680 Richmond Street

Markham

Cineplex Odeon First Markham Place Cinemas, 3275 Highway 7

Mississauga

SilverCity Mississauga Cinemas, 3055 Vega Boulevard

Newmarket

SilverCity Newmarket Cinemas, 18151 Yonge Street

Niagara Falls

Cineplex Odeon Niagara Square Cinemas, 7555 Montrose Road

Oakville

SilverCity Oakville Cinemas, 3531 Wyecroft Road

Orillia

Galaxy Cinemas Orillia, 865 West Ridge Boulevard

Oshawa

Cineplex Odeon Oshawa Cinemas, 1351 Grandview Street N

Ottawa

Cineplex Odeon South Keys Cinemas, 2214 Bank Street

Owen Sound

Galaxy Cinemas Owen Sound, 1020 10th Street

Peterborough

Galaxy Cinemas Peterborough, 320 Water Street

Richmond Hill

SilverCity Richmond Hill Cinemas, 8725 Yonge Street

Sault Ste. Marie

Galaxy Cinemas Sault Ste. Marie, 293 Bay Street

Scarborough

Cineplex Odeon Eglinton Town Centre Cinemas, 22 Lebovic Avenue

Sudbury

SilverCity Sudbury Cinemas, 355 Barrydowne Road

Thunder Bay

SilverCity Thunder Bay Cinemas, 850 North May Street

Toronto

Cineplex Odeon Sheppard Cinemas, 4861 Yonge Street

Cineplex Odeon Varsity Cinemas, 55 Bloor Street W

Waterloo

Galaxy Cinemas Waterloo, 550 King Street N

Windsor

Cineplex Odeon Devonshire Mall Cinemas, 3100 Howard Avenue

QUEBEC**Brossard**

Cineplex Odeon Brossard Cinemas, 9350 boul. Leduc

Kirkland

Coliseum Kirkland Cinemas, 3200 rue Jean Yves

Laval

Colossus Laval Cinemas, 2800 rue Cosmodôme

Montreal

Scotiabank Theatre Montreal, 977 rue Ste-Catherine O

Starcité Montreal Cinemas, 4825 ave. Pierre de Coubertin

Rock Forest

Galaxy Cinemas Sherbrooke, 4204 rue Bertrand

Ste.Foy

Cineplex Odeon Ste. Foy Cinemas, 1200 boul. Duplessis

About Cineplex Entertainment

As the largest motion picture exhibitor in Canada, Cineplex Entertainment LP owns, leases or has a joint-venture interest in 129 theatres with 1,329 screens serving approximately 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).

About Citizen Pictures

Denver based, Citizen Pictures has been an internationally recognized broadcast and commercial production company for more than 25 years. Citizen Pictures offers writing, producing, directing, live-action shooting, motion graphics and 3-D animation to networks, corporations and agencies. For more information visit www.citizenpictures.com or www.raceacrossthesky.com.

#

MEDIA CONTACTS:

Chrissy Matson
Marketing Manager
Citizen Pictures
(303) 455-5200
chrissy@citizenpictures.com

Georgia Sourtzis
Manager, Communications
Cineplex Entertainment
(416) 323-6728
georgia.sourtzis@cineplex.com

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