



For Immediate Release

## 3D MOVIES ARRIVE AT CINEPLEX ODEON DEVONSHIRE MALL CINEMAS

*CINEPLEX ENTERTAINMENT ANNOUNCES 25 THEATRES IN CANADA TO BE EQUIPPED WITH DIGITAL 3D PROJECTORS AND PREMIERES WITH HANNA MONTANA & MILEY CYRUS: BEST OF BOTH WORLDS CONCERT*

TORONTO, ON, February 28, 2008 (CGX.UN) – Cineplex Entertainment is about to change the movie going experience in Windsor forever. As of March 28<sup>th</sup>, 2008, Windsor residents will be able to experience the best in digital cinema including 3D movies, with the installation of a digital projection system located at *Cineplex Odeon Devonshire Mall Cinemas*. Additionally, we are very pleased to announce in association with Walt Disney Studios Motion Pictures Canada, the first 3D movie to premiere using these new digital systems will be *Hanna Montana & Miley Cyrus: Best of Both Worlds Concert*.

The theatre will be equipped with Canadian made Christie CP2000 DLP Cinema projectors that can present digital movies in 2D or 3D. DLP Cinema projectors deliver the most visually stunning, razor-sharp images that movie goers have ever seen. The system will be further enhanced with the addition of REAL D 3D technology enabling this theatre to also present the latest 3D movies. REAL D is the global leader in 3D, bringing the most advanced digital 3-D experience to cinemas worldwide.

“Windsor residents are going to love digital theatre,” said Pat Marshall, Vice President Communications and Investor Relations, Cineplex Entertainment. “With digital projection, every presentation looks as if it is being presented for first time on screen. Images are always bright, crystal clear and sharp.” Marshall also said, “With the addition of REAL D, audiences will now be able to enjoy an incredibly immersive 3D experience. I love watching the audience wearing their 3D glasses and seeing people reach out to touch the images that appear to be floating in front of them and with our premiere film, audience members will feel as if they are on stage beside Miley Cyrus.”

“Audience reaction for the 3-D presentation of *Hannah Montana & Miley Cyrus: Best of Both Worlds Concert* has been overwhelming,” said Anthony Macina, Vice President, Sales for Walt Disney Studios Motion Pictures Canada. “Miley is clearly one of today’s most exciting, talented and charismatic performers and we’re delighted that her many fans in Windsor will be able to enjoy this entertaining and innovative 3-D concert experience.”

Cineplex Entertainment is adding 25 new digital projection systems, enhanced with Real D 3D technology, to 25 theatres located in 11 cities across Canada over the next few weeks.

Advance tickets for *Hannah Montana & Miley Cyrus: Best of Both Worlds Concert* go on sale today, February 28th and are available online at [www.cineplex.com](http://www.cineplex.com) or in person at the theatre listed below:

Cineplex Odeon Devonshire Mall Cinemas  
3100 Howard Avenue

“Hannah Montana & Miley Cyrus: Best of Both Worlds Concert” was shot in state-of-the-art 3D at several venues during the 54-city tour, which began in St. Louis on October 18<sup>th</sup> 2007 with Cyrus’s special guest, Jonas Brothers. The film was directed by Bruce Hendricks (ESPN’S Ultimate X: The Movie) and produced by Art Repola (ESPN’S Ultimate X: The Movie) from the concert tour created and directed by Kenny Ortega (High School Musical). Cyrus, the 15-year old singing sensation and star of Disney Channel’s hit series, performs as both a solo artist and as her hugely popular television character, Hannah Montana. The series is currently in its second smash season, and has attracted legions of fans all over the world.

#### **About “Hannah Montana”**

The hit Disney Channel series "Hannah Montana", enjoyed in Canada on Family Channel, is a global triumph, reaching over 164 million unique total viewers worldwide. The series star, talented 15-year-old Miley Cyrus, has multiple projects at The Walt Disney Company spanning TV, Music, Consumer Products and Studio divisions. The #1 ranking "Hannah Montana" soundtracks are the biggest, fastest success the pop album charts have seen in years, with combined sales of over 8 million CDs to-date. The sold-out 70-date concert tour, Hannah Montana/Miley Cyrus: Best of Both Worlds, was among the top grossing tours of 2007. An extensive line of "Hannah Montana"-inspired merchandise is available at mass retailers including Wal-Mart, episodic compilation DVDs which have sold 2.5 million units to-date. A popular junior novel series has sold over 3.7 million books globally and "Hannah Montana" videogames for Nintendo DS and Wii platforms have sold more than 1.7 million games in the U.S. and Canada.

#### **About The Walt Disney Studios**

The Walt Disney Studios is a unit of The Walt Disney Company (NYSE: DIS) and produces and distributes motion pictures under the following banners: Walt Disney Pictures, Walt Disney Animation, Disney-Pixar Animation as well as Touchstone Pictures, Hollywood Pictures and Miramax Films. Walt Disney Studios Motion Pictures International serves as the Studio's international distribution arm. Walt Disney Studios Home Entertainment distributes Disney and other film titles to the rental and sell-through home entertainment markets. Disney Theatrical Group is among the world’s most successful commercial theatre enterprises producing or licensing live entertainment events that reach a global annual audience of more than 20 million people in more than 40 countries, and the Disney Music Group distributes original music and motion picture

soundtracks under its four record labels: Walt Disney Records, Buena Vista Records, Hollywood Records and Lyric Street Records.

**About Cineplex Entertainment:**

Cineplex Entertainment LP owns leases or has a joint-venture interest in 131 theatres with 1,327 screens serving more than 61 million guests annually. Headquartered in Toronto, Canada, Cineplex Entertainment LP is the largest motion picture exhibitor in Canada operating the following brands: Cineplex Odeon, Galaxy, Famous Players, Coliseum, Colossus, SilverCity, Cinema City and Scotiabank Theatres. The units of Cineplex Galaxy Income Fund, which owns approximately 75.7% 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).

- 30 -

For more information contact:

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

Georgia Sourtzis  
Manager, Communications  
Cineplex Entertainment  
416.323.6728  
[georgia.sourtzis@cineplex.com](mailto:georgia.sourtzis@cineplex.com)