



## FOR IMMEDIATE RELEASE

### **Escape With Us at SilverCity Newmarket Cinemas' New XSCAPE Entertainment Centre**

Includes the first virtual bowling lanes in Canada, the latest video and interactive game experiences, special event suites, a lounge and more!

Toronto, ON (CGX.UN) – April 16, 2009 – Cineplex Entertainment is pleased to announce its plans to develop XSCAPE, an exciting new 10,000 square foot Entertainment Centre located inside SilverCity Newmarket Cinemas. Packed with more than 80 of the latest video and interactive games, special event party suites and a full-service licensed lounge, XSCAPE will feature attractions such as *Guitar Hero On-Stage*, the *NFL 2 Minute Drill*, *Deal or No Deal* and the first Brunswick Virtual Bowling lanes in Canada that is sure to appeal to the inner child in all of us.

"This is a brand new entertainment centre unlike anything seen previously," said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. "A 13-screen movie theatre, an astounding array of the latest video and interactive games as well as a licensed lounge and special event suites make this an incredible destination. SilverCity Newmarket Cinemas will be the ideal place for teens to gather by day, adults to enjoy at night and for groups to celebrate special occasions or hold a corporate event."

Many games will be rewarded with tickets – the higher the score, the more tickets they'll receive – which can then be redeemed at the Redemption Centre for a wide variety of cool prizes ranging from toys to movie tickets and electronics. As an added bonus, SCENE members can earn and redeem SCENE points when purchasing XSCAPE game cards.

For intimate gatherings, the two special event suites can accommodate up to 25 people. Larger groups of up to 500 can rent the entire XSCAPE entertainment centre. Whatever the group size, XSCAPE will be the perfect destination for birthday parties and a variety of celebrations, no matter what the age.

The lounge will boast a broad menu from appetizers to desserts as well as alcoholic beverages for guests 19 years of age and older. Guests can also order from our traditional menu which includes must-have movie fare such as popcorn, candy and soda as well as guest favourites including *Pizza Pizza*, *Burger King*, *TCBY* frozen yogurt and *Far Coast Café* specialty coffees.

The construction process has already begun at SilverCity Newmarket Cinemas with three existing auditoriums currently under renovation to make room for our new XSCAPE Entertainment Centre. Opening this summer, Escape with Us at XSCAPE at SilverCity Newmarket Cinemas and experience a great new destination for all your summer entertainment.

#### **About Cineplex Entertainment**

As the largest motion picture exhibitor in Canada, Cineplex Entertainment LP owns, leases or has a joint-venture interest in 130 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 more than 9,000, 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 97% 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).

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