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Famous Players Belleville 8 Cinemas is Being Transformed

Theatre being converted to full-stadium seating with new concession options

Toronto, ON (CGX.UN) – September 9, 2009 – Cineplex Entertainment is pleased to announce that all eight of the original sloped floor auditoriums at Famous Players Belleville 8 Cinemas, located at the Quinte Mall, are being converted to stadium seating with new rocker style seats being added.

“We are delighted to be making these changes that will provide our guests with a far more immersive entertainment experience,” said Pat Marshall, Vice President, Communications and Investor Relations. “The addition of stadium seating will transform the theatre and our guest’s movie-going experience, ensuring that everyone has an unobstructed view of the giant screen. When construction is complete, I think our guests will feel like we built them a brand new theatre.”

At the conclusion of the construction, the theatre will feature all stadium seating, where each row is approximately 18” higher than the previous row, wall-to-wall giant, curved screens, large luxurious rocker seats with ample leg room and digital surround sound. In addition to a newly renovated and re-located box office, the theatre lobby will include a dynamic new digital signage program with LCD screens that will change the look and feel of the space and provide both information as well as entertainment. The number of concession options available will be expanded offering something to satisfy everyone’s taste buds. Hot foods from *Outtakes* and *Pizza Pizza* as well as cold treats from *Yogen Fruz* and premium coffees from *Far Coast* will be added. Guests will also be able to celebrate their birthday or special event in the new party rooms being built.

The theatre will remain open during the construction process for guests to continue to enjoy the latest blockbusters and alternative programming including *The Met: Live in HD* performances. The renovation is expected to be completed by the end of this year.

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 1,328 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 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). For more information, visit www.cineplex.com.

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