



For Immediate Release

3D Movies Arrive at Cineplex Odeon Eau Claire Market Cinemas

TORONTO, ON, August 5, 2010 (CGX.UN) – Cineplex Entertainment has changed the movie-going experience at Cineplex Odeon Eau Claire Market Cinemas forever with the installation of digital and 3D projection systems.

The theatre has been equipped with a Canadian-made Christie Solaria 2K series projector. Digital cinema projectors deliver the most visually stunning, razor-sharp images that movie-goers have ever seen. The system has been further enhanced with the addition of RealD 3D technology enabling this theatre to also present the latest 3D movies. RealD is the global leader in 3D, bringing the most advanced digital 3D experience to cinemas worldwide.

“Calgary residents are going to love the bright, crystal clear images of digital presentations,” said Pat Marshall, Vice President Communications and Investor Relations, Cineplex Entertainment. “With the addition of RealD, audiences will be able to enjoy an incredibly immersive 3D experience with the great line-up of 3D movies scheduled to be released this year. Beginning this Friday, we are very pleased to present Disney’s *Step Up 3* in 3D.”

Advanced tickets are now available at the theatre box office and online at www.cineplex.com. Cineplex Odeon Eau Claire Market Cinemas is located at 90-200 Barclay Parade SW.

About *Step Up 3*

New York’s intense street dancing underground comes alive in the third installment of the Step Up franchise as the raw, passion-fueled culture goes global. A tight-knit group of street dancers, including Luke (Rick Malambri) and Natalie (Sharni Vinson), team up with NYU freshman Moose (Adam Sevani), and find themselves pitted against the world’s best hip hop dancers in a high-stakes showdown that will change their lives forever.

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 1,344 screens serving approximately 70 million guests annually. Headquartered in Toronto, Canada, Cineplex Entertainment operates theatres from British Columbia to Quebec and is the exclusive provider of *UltraAVX* and 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 99.7% 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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