



## **FOR IMMEDIATE RELEASE**

### **The Cineplex Store Is Your Source for Value This Fall**

*Never Pay Full Price Again*

Toronto, ON (CGX.UN) – September 1, 2009 – Cineplex Entertainment is very pleased to announce that in addition to earning SCENE points at the Cineplex Store at [www.cineplex.com](http://www.cineplex.com), customers can now redeem SCENE points when purchasing DVDs and Blu-ray discs.

“Cineplex.com is extending the consumer benefit by offering the ability to both earn and redeem SCENE points when shopping at the Cineplex Store,” said Pat Marshall, Vice President, Communications and Investor Relation, Cineplex Entertainment. “SCENE members can use their SCENE points towards their purchases from the Store or use SCENE points to pay in full making their purchase free! In addition, SCENE members can also earn bonus points on select products adding even more value,” said Marshall.

Exclusively to the Cineplex Store, SCENE members who use their Scotiabank SCENE Visa card for online purchases will earn five times the SCENE points on every purchase.

Customers can also pre-order DVD or Blu-ray discs before the release date online at the Cineplex Store to ensure that they are the first to receive a copy of their favourite hot new releases. Customers can also purchase and redeem Cineplex Entertainment gift cards at the Cineplex Store making shopping easier and even more convenient. Gift cards can be used against the purchase of any admission, concession or merchandise at any Cineplex Entertainment theatre or online at the Cineplex Store.

The Cineplex Store boasts an inventory of more than 25,000 DVDs and Blu-ray discs including the latest releases, box office hits, TV series and all-time classics. From romance and comedy to adventure, horror and more, the Cineplex Store offers an extensive collection of movie and TV titles for customers to choose from and order online day or night.

#### **About SCENE**

SCENE, the entertainment rewards program launched by Scotiabank and Cineplex Entertainment, is free to join and offers members an immediate 10 per cent discount on concession purchases and enables members to earn and redeem points for music, movies and concessions. Members can also accelerate their earning power with the SCENE ScotiaCard (debit card) and SCENE VISA card.

#### **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, 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](http://www.cineplex.com).

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