



Attn: Entertainment/Business/Assignment Editors,

MEDIA ADVISORY

Be SCENE: Scotiabank and Cineplex Entertainment host a Hollywood-sized, red carpet launch party for new entertainment rewards program. Re-naming of former Paramount Theatre to be announced.

TORONTO, January 22 (TSX:CGX.UN) – Scotiabank and Cineplex Entertainment invite members of the media to attend an exclusive Hollywood-style event, including red carpet treatment for guests, to celebrate the launch of SCENE – a new entertainment rewards program. The new name of the former Paramount Toronto Theatre will also be unveiled.

WHAT: Cineplex Entertainment and Scotiabank have joined forces to create SCENE, the first-ever Canadian entertainment rewards program that will reward members just for going to the movies and making purchases via debit card.

The event will feature:

- Break Dancers & Tattoo Artists
- Hand Massages
- Make-up Artists
- Professional FM Radio DJ Appearance and Music
- Food & Refreshments
- Giveaways, Contests and Prizes

WHERE: Former Paramount Toronto Theatre
259 Richmond Street West, (corner of Richmond and John Streets)
Toronto, Ontario

WHEN: Wednesday, January 24, 2007
5:30 p.m. to 7:30 p.m.

WHO: -Ellis Jacob, President and CEO, Cineplex Entertainment
-John Doig, Senior Vice-President, Marketing, Sales & Service, Scotiabank
-VIP Guests

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For further information or media RSVP:

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