



**FOR IMMEDIATE RELEASE**

## **SCENE Reaches Milestone with One Millionth Member**

TORONTO, July 22, 2008 (CGX.UN) – Cineplex Entertainment and Scotiabank are pleased to announce that SCENE, the entertainment rewards program launched just over one year ago, today acquired its one millionth member.

The SCENE program was launched nationally on May 2, 2007 and since its launch continues to grow, adding 10-15,000 new members per week. So far, one-third of all SCENE members also hold either a SCENE ScotiaCard (debit) or a SCENE VISA card.

“We are delighted to celebrate this exciting milestone with SCENE members. From the beginning, the SCENE program has exceeded our goals by experiencing extraordinary growth,” said Ellis Jacob, President and CEO, Cineplex Entertainment. “SCENE allows us to communicate directly with our guests and reach out to them in a timely and effective manner which we have never been able to do in the past.”

“We are extremely happy with the success of SCENE and are proud of the program that we have worked hard with Cineplex Entertainment to develop and grow,” said Rick White, Vice-President of Brand Marketing, Scotiabank. “SCENE is about entertainment rewards that let members get more life from life and our success with the program really shows that the public sees and feels that.”

### **SCENE’s One Millionth Member Wins!**

To mark this important milestone, SCENE will be awarding its one millionth member points equivalent to one year of free movies, free music and free Telus mobility service and a free Telus Smartphone.

One lucky existing SCENE member who used their SCENE card, SCENE Scotiacard or SCENE VISA between June 25-July 31, 2008 was also automatically entered for a chance to win this fantastic prize.

For full details on SCENE or to join, visit [www.scene.ca](http://www.scene.ca) today.

### **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 LP:**

Headquartered in Toronto, Canada, Cineplex Entertainment LP owns, leases or has a joint-venture interest in 132 theatres with 1,337 screens serving approximately 61 million guests annually. Cineplex Entertainment LP is the largest motion picture exhibitor in Canada operating the following brands: Cinema City, Cineplex Odeon, Coliseum, Colossus, Famous Players, Galaxy, SilverCity and Scotiabank Theatres. The units of Cineplex Galaxy Income Fund, which owns approximately 76% of Cineplex Entertainment LP, are traded on the Toronto Stock Exchange (symbol CGX.UN).

**About Scotiabank:**

Scotiabank is one of North America's premier financial institutions and Canada's most international bank. With more than 60,000 employees, Scotiabank Group and its affiliates serve approximately 12.5 million customers in some 50 countries around the world. Scotiabank offers a diverse range of products and services including personal, commercial, corporate and investment banking. With \$453 billion in assets (as at April 30, 2008), Scotiabank trades on the Toronto (BNS) and New York Exchanges (BNS). For more information please visit [www.scotiabank.com](http://www.scotiabank.com).

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