



New Cinema Research Study Spotlights Effectiveness of Cinema Advertising

Viewers favour cinema ads over TV ads, and the uninterrupted big screen achieves very high advertising recall

TORONTO, ON – October 6, 2004 – Tangency Research announced today the results of five separate studies on the impact and effectiveness of cinema advertising. The studies show that among moviegoers, silver screen ads clearly outpace their TV counterparts with 47% of respondents preferring cinema ads to TV ads (14%). With a cumulative sample of over 700, the average day-after recall of cinema advertising was 67%. In addition, a full 34% indicated they were likely to consider purchasing brands they'd seen advertised in the cinema.

“The results show that cinema ads are an effective way for companies to target a population that is active and hard to reach by other media,” said Paul Bolté, Vice-President, CinemaMarketing Sales, Cineplex Galaxy LP. “Cinema provides a unique venue that is one of the most valuable and effective ad vehicles around, by combining a captive audience with an enjoyable viewing experience.”

Cinema advertising provides companies with a direct way to reach key target markets while they are captive and attentive – markets that their brands depend upon. In fact, moviegoers consistently reported being seated in the theatre in advance of the 35mm full motion ads. In four of the five case studies, respondents were seated an average of 11 minutes before the ads started, and with kids (age 8 to 12), parents reported they were seated 14 minutes before the ads started rolling, with no remote channel change devices in sight.

The studies were conducted between February and August 2004, and were composed of 720 interviews with moviegoers from ages 8 to 49. Survey participants were recruited upon exiting the cinema, and were interviewed by telephone one to three days later.

“The results of the case studies are showing that cinema advertising not only generates strong brand recall but also offers advertisers a good return on investment with a significant proportion of respondents reporting the

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motivation to act as a result of the product message,” said Michele Erskine, partner, Tangency Corporation.

The project is part of Cineplex Galaxy’s ongoing commitment to study cinema advertising effectiveness and its ability to deliver proven value to its advertisers.

Cineplex Galaxy LP is a leading exhibitor of motion pictures in the entertainment industry. Headquartered in Toronto, Canada, Cineplex Galaxy LP currently operates 84 theatres with a total of 758 screens in 6 provinces across Canada. Proudly Canadian, Cineplex Galaxy LP is a public company traded on the Toronto Stock Exchange under Cineplex Galaxy Income Fund (symbol CGX.UN)

Tangency Corporation is a marketing research and public relations consultancy specializing in the communications, media and technology sectors. Tangency is an independent, owner operated and 100% Canadian company based in Toronto.

For more information on the study – movie-going frequency, product category research, kids 8-12 age group, positive impression of ads, recall in cinema only – please contact:

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