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CINEPLEX ENTERTAINMENT SIGNS CINEMA ADVERTISING COVERAGE AND PRE-SHOW PROGRAM AGREEMENT WITH LANDMARK CINEMAS

TORONTO, ON (CGX.UN) – April 9, 2008 – Cineplex Entertainment announced today it has signed an agreement with Landmark Cinemas, effective immediately, to add the representation of on-screen 35MM full motion ads and backlit posters at Landmark's 38 theatres in Western Canada. As part of the agreement, digital pre-show representation is also scheduled to be rolled out at these Landmark theatres in the second quarter of this year.

"We are very pleased to add representation of Landmark Cinemas to our group," said Salah Bachir, Cineplex Media President. "Cineplex Media now provides cinema advertising coverage to more than 90% of Canada's movie-going public and is the best option for reaching the highly sought after youth and teen demographics."

"Cineplex Media is the leading cinema advertising group in the country and we are very pleased to have them represent us," said Neil Campbell, Chief Operating Officer, Landmark Cinemas.

The addition of Landmark's Western Canada screens brings Cineplex Media's total representation to 2,361 screens, Canada's only national coast-to-coast cinema sales representation.

About Landmark Cinemas

Landmark Cinemas of Canada Inc. a privately owned company, owns, leases and has joint venture interest in 37 theatres with 132 screens across western Canada. The company has been serving the 4 western provinces and the Yukon Territory for over 40 years. Landmark's head office is located in Calgary, AB.

www.landmarkcinemas.ca

About Cineplex Entertainment LP

Cineplex Entertainment LP owns leases or has a joint-venture interest in 132 theatres with 1,337 screens serving more than 61 million guests annually. Headquartered in Toronto, Canada, Cineplex Entertainment LP is the largest motion picture exhibitor in Canada operating the following brands: Cineplex Odeon, Galaxy, Famous Players, Coliseum, Colossus, SilverCity, Cinema City 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). For more information, visit www.cineplex.com.

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