



For Immediate Release

***Famous and Famous Québec magazines to change names to  
Cineplex Magazine and Le magazine Cineplex***

Toronto, Ont., [September 7, 2010] — It was announced today that *Famous* and *Famous Québec*, the in-theatre magazines for Cineplex Entertainment, will change their names to *Cineplex Magazine* and *Le magazine Cineplex* as of their October issues. The magazines will also add newspaper distribution via *The Globe and Mail* and *Le Journal de Montréal* respectively, and increase circulation — from 650,000 to 700,000 copies per issue for *Cineplex Magazine* and from 165,000 to 200,000 copies per issue for *Le magazine Cineplex*.

“The magazines have long been a valued part of the movie-goer experience at Cineplex theatres, and they are also an integral part of the diverse media options offered to advertisers by Cineplex Media. The name changes support both of those positions. It just makes sense,” says publisher and Cineplex Media president Salah Bachir.

*Famous* magazine launched in November 1999 as the in-theatre magazine for the Famous Players chain of cinemas, with *Famous Québec* following three years later. In 2005 Cineplex Entertainment purchased Famous Players along with *Famous* magazines. *Famous* is currently available in Cineplex theatres across the country and has one of the largest circulations among Canadian magazines, while *Famous Québec* is available in theatres across Quebec.

Along with the new name, readers will see some new sections come the October issues as the magazines strengthen their positions as Canada’s foremost movie guides. More emphasis will be placed on upcoming films, Hollywood buzz, films in production and red-carpet fashions, reinforcing the monthly glossies as the country’s ultimate authorities on all things film.

“The exclusive interviews, great photographs, fun stories and need-to-know movie info will all still be there,” says editor Marni Weisz. “The new name simply does a better job of reflecting the environment that’s been our very comfortable home for years.”

Over the past few years, Cineplex has achieved record setting results in key performance areas including box office, concessions and media. The name changes will capitalize on this growth and the overall success and reputation of the Cineplex brand.

**About Cineplex Media**

Located in Toronto, Canada, Cineplex Media is a fully-integrated media business that provides full motion, digital pre-show, magazine, online, in-theatre and external digital signage advertising. Wholly-owned by Cineplex Entertainment, Cineplex Media commands a 94% market share of in-theatre advertising through Cineplex Entertainment theatres and sales representation of other Canadian circuits. Cineplex Media is also the creator of *Famous* and *Famous Quebec* magazines with a monthly circulation of 815,000. In 2009, Cineplex Media was recognized by Marketing Magazine as one of *Canada’s Top 10 Media Players of the Year*.

**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 1,342 screens serving approximately 70 million guests annually. Headquartered in Toronto, Canada, Cineplex Entertainment operates theatres from British Columbia to Quebec and is the exclusive provider of UltraAVX™ and the largest exhibitor of digital, 3D and IMAX® projection technologies in the country. Proudly Canadian and with a workforce of approximately 10,000 employees, 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 99.7% 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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