



For Immediate Release

TRAVEL THE *LONG WAY DOWN* TO THE BIG SCREEN AT SELECT CINEPLEX ENTERTAINMENT THEATRES

Exclusive Director's cut documentary stars Ewan McGregor and Charley Boorman

Toronto, ON (CGX.UN) – September 30, 2008 – Cineplex Entertainment is inviting you to take a journey the *Long Way Down* presented on Wednesday October 15th on the big screen in High Definition (HD) and digital surround sound exclusively at participating Cineplex Entertainment theatres.

Long Way Down is the highly anticipated follow-up to *Long Way Round*, an epic journey the duo took in 2004 circumnavigating the world from London to New York via Eurasia and North America. It became an instant television series hit in Europe and the U.S. and has since sold 1 million DVDs and 900,000 books worldwide. Ewan McGregor and Charley Boorman returned to the open road in May 2007 for the making of *Long Way Down*, an amazing journey through Western Europe and Africa.

"We are excited to present this exclusive Director's cut documentary to our guests across the country," said Pat Marshall, Vice-President, Communications and Investor Relations, Cineplex Entertainment. "Watching Ewan McGregor and Charley Boorman embark on this great adventure on the big screen will certainly capture audiences and bring them along for the ride."

"There is something liberating about just having what you need, on your bike," said Ewan McGregor. "A tent, a roll mat, a little bit of food, a bit of petrol in your tank and a vague idea of where you're going and that's all you need. There is something beautiful about that."

Directed and produced by David Alexanian and Russ Malkin, *Long Way Down* will take event attendees along for the 15,000 mile ride across two continents starting at John o'Groats in Scotland, through Egypt, Libya, Ethiopia, Uganda, Rwanda, Tanzania, Botswana and finishing at the most southern post of South Africa – Cape Agulhas. Riding BMW R 1200 GS Adventures, the friends experience some of the most incredible natural and cultural wonders the world has to offer, including the African wildlife. In addition, the duo stopped at three UNICEF sites to lend a hand to the charity bringing health care and mine awareness to the children in Northern Uganda and Ethiopia and child care to orphans in Malawi.

"It was truly a privilege for our team to travel through 15 African countries and shoot 1,200 hours of High Definition footage," said David Alexanian, *Long Way Down*, Director. "Not a day went by when we weren't thinking how breathtaking it would be to blow it up for the big screen and give audiences a unique uninterrupted version of Ewan and Charley's adventure. Traveling through Africa was an extraordinary experience, truly from the beginning to the end. *Long Way Down* is a documentary that we are very proud of and we are grateful to Cineplex Entertainment for allowing us to share what we witnessed to a larger audience. We simply couldn't imagine a better home for the series."

Beginning Friday October 3rd, advance tickets are available online at www.cineplex.com as well as at participating theatre box offices. General Admission is \$10.95 + tax. A special group rate is also available for groups of twenty or more at \$9.95 + tax per person. For more information on group rates, call 1-800-313-4461.

Cineplex Entertainment will present *Long Way Down* at the following select theatres throughout Canada at 7pm (local time) with a special late show at 10 pm (local time) at a number of locations (see list below):

BRITISH COLUMBIA

SilverCity Coquitlam Cinemas

170 Schoolhouse Street
Coquitlam, BC

SilverCity Riverport Cinemas (10 pm Late Show)

14211 Entertainment Way
Richmond, BC

SilverCity Victoria Cinemas

3130 Tillicum Road
Victoria, BC

Scotiabank Theatre Vancouver

900 Burrard Street
Vancouver, BC

Galaxy Cinemas Nanaimo

213-4750 Rutherford Road
Nanaimo, BC

Famous Players 7 Cinemas

275-2306 Coldstream Road
Vernon, BC

Colossus Langley Cinemas

20090 91A Avenue
Langley, BC

SilverCity Metropolis Cinemas

4700 Kingsway Avenue
Burnaby, BC

Cineplex Odeon Aberdeen Mall Cinemas

700-1320 Trans Canada Highway
Kamloops, BC

Cineplex Odeon Strawberry Hill Cinemas

12161 72nd Avenue
Surrey, BC

ALBERTA

Scotiabank Theatre Chinook

6455 MacLeod Trail SW
Calgary, AB

Galaxy Cinemas Red Deer

357-374000 Highway 2
Red Deer, AB

Cineplex Odeon South Edmonton Cinemas (10 pm Late Show)

1525-99th Street
Edmonton, AB

Cineplex Odeon North Edmonton Cinemas

14231-137 Avenue
Edmonton, AB

Cineplex Odeon Crowfoot Crossings Cinemas

91 Crowfoot Terrace NW
Calgary, AB

Galaxy Cinemas Lethbridge

501-1st Avenue
Park Place, AB

SASKATCHEWAN

Galaxy Cinemas Regina

420 McCarthy Boulevard N
Regina, SK

Galaxy Cinemas Saskatoon (10 pm Late Show)

347 2nd Avenue
Saskatoon, SK

Galaxy Cinemas Prince Albert

2995 2nd Avenue W
Prince Albert, SK

MANITOBA

SilverCity Polo Park Cinemas

817 St. James Street,
Winnipeg, MB

ONTARIO

Scotiabank Theatre Toronto (10 pm Late Show)

259 Richmond St. W
Toronto, ON

Cineplex Odeon Queensway Cinemas

1025 The Queensway
Etobicoke, ON

SilverCity Yonge-Eglinton Cinemas

2300 Yonge Street
Toronto, ON

Colossus Vaughan Cinemas

3555 Highway 7
Vaughan, ON

Cineplex Odeon Sheppard-Grande Cinemas (10 pm Late Show)

4861 Yonge Street
Toronto, ON

Cineplex Odeon Eglinton Town Centre Cinemas

22 Lebovic Drive
Toronto, ON

Coliseum Scarborough Cinemas

300 Borough Drive
Scarborough, ON

Coliseum Mississauga Cinemas

309 Rathburn Road West
Mississauga, ON

SilverCity Brampton Cinemas

50 Great Lakes Drive
Brampton, ON

SilverCity Richmond Hill Cinemas

8725 Yonge Street
Richmond Hill, ON

Cineplex Odeon Oshawa Cinemas

1351 Grandview Street N
Oshawa, ON

Cineplex Odeon Niagara Square Cinemas

7555 Montrose Road
Niagara Falls, ON

Cineplex Odeon Gardiners Road Cinemas

626 Gardiners Road
Kingston, ON

SilverCity Sudbury Cinemas

355 Barrydown Road
Sudbury, ON

SilverCity Burlington Cinemas

1250 Brant Street
Burlington, ON

SilverCity Oakville Cinemas

3531 Wyecroft Road
Oakville, ON

SilverCity Newmarket Cinemas

18151 Yonge Street
Newmarket, ON

SilverCity Thunder Bay Cinemas

850 North May Street
Thunder Bay, ON

SilverCity London Cinemas
1680 Richmond Street,
London, ON

Galaxy Cinemas Sault Ste. Marie
293 Bay Street
Sault Ste. Marie, ON

Galaxy Cinemas Barrie
72 Commerce Park Drive
Barrie, ON

Galaxy Cinemas Peterborough
320 Water Street
Peterborough, ON

Galaxy Cinemas North Bay
300 Lakeshore Drive
North Bay, ON

SilverCity Ancaster Cinemas
771 Golf Link Road
Ancaster, ON

Galaxy Cinemas Guelph
485 Woodlawn Road West
Guelph, ON

SilverCity Gloucester Cinemas
2385 City Park Drive
Gloucester, ON

SilverCity Windsor Cinemas
4611 Walker Road
Windsor, ON

Galaxy Cinemas Waterloo
550 King Street N
Waterloo, ON

Famous Players Lambton 9 Cinemas
1450 London Road
Sarnia, ON

QUEBEC

Cineplex Odeon Brossard Cinemas
9350, boul. Leduc
Brossard, PQ

**Cineplex Odeon Ste. Foy Cinemas
(10 pm Late Show)**
1200 boul. Duplessis
Ste. Foy, PQ

Colossus Laval Cinemas
2800 rue Cosmodôme
Laval, PQ

Scotiabank Theatre Montreal
977 Ste-Catherine West
Montreal, PQ

Coliseum Kirkland Cinemas
3200 rue Jean Yves
Kirkland, PQ

Galaxy Cinemas Sherbrooke
4204 Bertrand
Sherbrooke, PQ

StarCité Montreal Cinemas
4825 Avenue Pierre De Coubertin
Montreal, PQ

For more information, visit www.cineplex.com.

About Cineplex Entertainment:

Headquartered in Toronto, Canada, Cineplex Entertainment LP owns, leases or has a joint-venture interest in 129 theatres with 1,317 screens serving approximately 61 million guests annually. Cineplex Entertainment LP is the largest motion picture exhibitor in Canada operating the following brands: Cineplex Odeon, Coliseum, Colossus, Famous Players, Galaxy, 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).

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