



For Immediate Release

## **SCENE REACHES TWO MILLION MEMBERS**

*SCENE Celebrates by Bringing Back A Fan Favourite to the Big Screen*

**TORONTO, ON – NOVEMBER 24, 2009** – SCENE, the entertainment loyalty program from Cineplex Entertainment (TSX: CGX.UN) and Scotiabank (TSX: BNS), today announced it recently reached the two million member milestone. Launched in 2007, SCENE has steadily acquired an average of 10,000 – 15,000 new members each week and has more than doubled its member base since summer 2008. SCENE has also significantly expanded its reward offering since its inception, giving members the movie, music and exclusive entertainment experiences they want most.

To celebrate the occasion, SCENE is bringing one of this year's biggest movies back to select Cineplex Entertainment theatres for an exclusive, members-only, free screening – a first for the program. The winning movie will be selected by SCENE members through a vote that will take place between November 20 and December 30, 2009. The list of movies for members to vote on includes: *Transformers: Revenge of the Fallen*, *Star Trek*, *Harry Potter and the Half-Blood Prince*, *The Hangover*, *X-men Origin: Wolverine*, *Angels & Demons* and *District 9*. SCENE members can cast their vote online at [scene.ca](http://scene.ca) or by texting in their vote to SCENE (72363). SCENE will announce the winning film, and details for the exclusive, one-night only movie event to be held in approximately 60 Cineplex Entertainment theatres across the country, in early 2010.

"In celebration of reaching this amazing milestone, we want to thank our two million members with the biggest one-of-a-kind entertainment experience we've ever offered," said Shawn Bloom, General Manager, SCENE. "Our members have really embraced the Program since it began and have demonstrated that they are passionate about using their SCENE card for free movies and concessions. So what better way to show our appreciation for their loyalty than bringing back their favorite movie of the year and inviting them to see it for free!"

Since May 2007, SCENE has been committed to delivering unique entertainment reward opportunities to its members. Recently announcing partnerships with Live Nation and SIRIUS, the program has also expanded beyond free movies and concessions to offer other exciting entertainment rewards such as concert tickets, DVDs and Blu-ray, discounted music merchandise, online music downloads, points with the purchase of select SIRIUS Satellite Radio bundles and opportunities to win once-in-a-lifetime entertainment experiences.

### **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, DVDs and concessions. Members can also accelerate their earning power with the SCENE ScotiaCard (debit card) and SCENE VISA card. Visit [www.scene.ca](http://www.scene.ca) to find out more.

### **About Cineplex Entertainment LP**

As the largest motion picture exhibitor in Canada, Cineplex Entertainment LP owns, leases or has a joint-venture interest in 130 theatres with 1,338 screens serving approximately 70 million guests annually.

Headquartered in Toronto, Canada, Cineplex Entertainment operates theatres from British Columbia to Quebec and is 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 99.6% 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).

#### **About Scotiabank**

Scotiabank is one of North America's premier financial institutions and Canada's most international bank. With close to 69,000 employees, Scotiabank Group and its affiliates serve approximately 12.8 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 more than \$485 billion in assets (as at July 31, 2009), Scotiabank trades on the Toronto (BNS) and New York Exchanges (BNS). For more information please visit [www.scotiabank.com](http://www.scotiabank.com).

#### *For more information, contact:*

Pam Stillman for SCENE  
416-644-2280  
[pstillman@highroad.com](mailto:pstillman@highroad.com)

Christine Law for SCENE  
416-644-2284  
[claw@highroad.com](mailto:claw@highroad.com)