



**For Immediate Release**

**Cineplex Entertainment Hosts *Community Day* at *Galaxy Cinemas Chilliwack*  
to Support the Chilliwack Bruins Minor Hockey Association**

*Enjoy FREE movies and more the morning of Saturday, December 11, 2010*

Toronto, ON (TSX: CGX.UN) December 7, 2010 – Cineplex Entertainment announced it will host the first-ever *Community Day* in Chilliwack, BC on Saturday, December 11, 2010 beginning at 8:30 a.m. Members of the Chilliwack community are invited to the theatre for a morning of free movies and discounted popcorn and soft drinks. Proceeds from these concession sales will be donated to the Chilliwack Bruins Minor Hockey Association. Canadian Olympian & Alpine Skiing World Cup Medalist Kelly VanderBeek and five-time Olympian & Kayak World Champion David Ford will be on hand to greet guests and sign autographs.

“Cineplex Entertainment is looking forward to building a long term relationship with the Chilliwack community and we are pleased to host our first annual *Community Day*,” said Pat Marshall, Vice President Communications and Investor Relations, Cineplex Entertainment. “Guests are encouraged to come to the recently opened *Galaxy Cinemas Chilliwack* to enjoy a free movie and check out the new theatre, especially our UltraAVX auditorium.”

*Galaxy Cinemas Chilliwack* is the first cinema in British Columbia to offer UltraAVX™. Guests attending a movie in an UltraAVX auditorium will be treated to a screen significantly larger on average than our traditional screens, superb Dolby digital surround sound, extra-wide high back rocker seats and reserved seating.

On Saturday morning, *Galaxy Cinemas Chilliwack* invites residents to enjoy a selection of FREE movies and specially discounted items at the concession stand. Regular-sized popcorn and regular-sized fountain drinks will be available at a reduced price of \$2 each with 100% of the proceeds of these concession items donated to the Chilliwack Bruins Minor Hockey Association.

The FREE movie schedule for *Community Day* on Saturday, December 11, 2010 includes:

- 9:00 a.m. – Nanny McPhee Returns
- 9:10 a.m. – How To Train Your Dragon (3D)
- 9:20 a.m. – Iron Man 2
- 9:30 a.m. – Despicable Me (3D)
- 9:40 a.m. – Twilight Eclipse

All movies are free of charge to guests and are based on seat availability on a first- come first-serve basis. *Galaxy Cinemas Chilliwack* is located at 8249 Eagle Landing Parkway in Chilliwack, BC.

**About Cineplex Entertainment**

Headquartered in Toronto, Canada, Cineplex Entertainment owns, leases or has a joint-venture interest in 131 theatres with 1,362 screens located from British Columbia to Quebec. As the largest motion picture exhibitor in Canada serving approximately 70 million guests annually, Cineplex Entertainment is the exclusive provider of UltraAVX™ and the leading exhibitor of digital, 3D and IMAX projection technologies in the country. With a workforce of approximately 10,000 employees, the company operates the following brands: Cineplex Odeon, Galaxy, Famous Players, Colossus, Coliseum, SilverCity, Cinema City and Scotiabank Theatres. Cineplex Entertainment is proud to be a major supporter of The Starlight Children's Foundation and regularly conducts various fundraising initiatives throughout the year including the annual Starlight pin campaign. 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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