



For Immediate Release

SILVERCITY OAKVILLE CINEMAS INTRODUCES DIGITAL 3D

Hannah Montana concert first to be shown in digital 3D beginning February 1st

Oakville, ON (CGX.UN), January 24, 2008 – Cineplex Entertainment is pleased to announce today that the installation of digital 3D is now complete at their newest theatre location, SilverCity Oakville Cinemas.

“Oakville area residents will love the addition of 3D to our newest entertainment centre, SilverCity Oakville Cinemas,” said Pat Marshall, Vice-President, Communications and Investor Relations for Cineplex Entertainment. “Hollywood filmmakers love the immersive quality that the 3D technology offers and each year choose to make more films in 3D. The Hannah Montana concert is the perfect film to launch this new technology and I look forward to seeing all the young girls wearing 3D glasses in our auditorium.”

Digital 3D offers guests a truly unique and compelling entertainment experience. Real D uses a single projector that alternately projects the right-eye frame and left-eye frame and circularly polarizes these frames, clockwise for the right-eye and counterclockwise for the left eye using a liquid-crystal screen (stereographic Z screen) placed in front of the projector lens. Circularly polarized glasses make sure each eye sees only “its own” picture, even if the head is tilted. The very high framerate, which is 72 frames per second, per eye, makes sure the image looks continuous. In Real D Cinema, each frame is projected three times to reduce flicker, as the source video is usually 24 frames per second. The result is a seamless 3D picture that seems to extend behind and in front of the screen itself.

SilverCity Oakville Cinemas is introducing the new digital 3D technology with the one-week only engagement of the highly anticipated "Hannah Montana/Miley Cyrus: Best of Both Worlds Concert" being shown February 1-7, 2008. Advance tickets have been selling fast so visit us online at www.cineplex.com as well as at SilverCity Oakville's box office to get yours today! Admission for children is \$11.95 + tax and general admission is \$14.95 + tax.

About Cineplex Entertainment

Headquartered in Toronto, Canada, Cineplex Entertainment LP owns, leases or has a joint-venture interest in 131 theatres with 1,327 screens serving approximately 60 million guests annually. Cineplex Entertainment LP is the largest motion picture exhibitor in Canada operating the following brands: Cineplex Odeon, Galaxy, Famous Players (including Coliseum, Colossus, SilverCity), Cinema City and Scotiabank Theatres. The units of Cineplex Galaxy Income Fund, which owns approximately 75.7% of Cineplex Entertainment LP, are traded on the Toronto Stock Exchange (symbol CGX.UN). For more information, visit us at www.cineplex.com.

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