



For Immediate Release

**E1 Entertainment Canada's *The Twilight Saga: New Moon*
BREAKS Canadian Record for Advance Ticket Sales at
Cineplex Entertainment Theatres**

– Reaches \$1.5 Million in Advance Sales –

Toronto, ON (CGX.UN) November 17, 2009 – **Cineplex Entertainment** and **E1 Entertainment Canada** are pleased to announce that advance ticket sales for the highly anticipated movie *The Twilight Saga: New Moon*, has reached \$1.5 million dollars, breaking all previous records. The film opens in wide release this Friday, November 20, 2009.

“Advance ticket sales for *The Twilight Saga: New Moon* have already reached the \$1.5 million mark a week ahead of the film’s opening,” said Pat Marshall, Vice President, Communications and Investor Relations for Cineplex Entertainment. “There has been huge anticipation for this movie and Cineplex Entertainment is pleased to offer guests the opportunity to be amongst the first to experience this highly anticipated film.”

“With such record-breaking numbers, fans clearly continue to support this extremely popular series. *New Moon* has expanded the scope of reach, broadening the appeal of both this film and the overall franchise,” said Bryan Gliserman, Co-President of E1 Films Canada. “E1 is proud to bring this film to Canadian audiences of all ages.”

The Twilight Saga: New Moon opens in wide release on Friday, November 20, 2009 on more than 600 screens across the country including Cineplex Entertainment theatres. Advance tickets can be purchased for special preview screenings online at www.cineplex.com and at participating Cineplex Entertainment theatre box offices. *Twilight*-branded Cineplex Entertainment gift cards are also available at all Cineplex Entertainment theatres across the country.

The Twilight Saga: New Moon stars Robert Pattinson, Kristen Stewart and Taylor Lautner, with new director Chris Weitz and screenplay by Melissa Rosenberg. The film is distributed in Canada by E1 Entertainment Canada, on behalf of Summit Entertainment.

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 more than 63.5 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.

About E1 Entertainment

E1 Entertainment (AIM: ETO) is a leading independent entertainment content owner that acquires film, television and music rights and exploits these rights in all media in more than 190 countries. The company currently operates in Canada, the U.S., the UK, Holland and Belgium through its four primary businesses units: E1 Television, E1 Films, E1 Music and E1 Distribution. These businesses collectively represent E1's extensive expertise in film distribution, television and music production/distribution, Kids content, Licensing and Distribution. E1's content library includes more than 3,700 feature films, 2,700 hours of original television programming and 15,000 music tracks.

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