



For Immediate Release

**CINEPLEX ENTERTAINMENT ANNOUNCES NEW ENTERTAINMENT
COMPLEX AT “THE CURRENTS OF WINDERMERE”
IN EDMONTON, ALBERTA**

New state-of-the-art entertainment centre includes digital 3D,
bowling, VIP auditoriums and more

TORONTO, ON, September 30, 2008 (CGX.UN) – Cineplex Entertainment is pleased to announce plans to develop the ultimate entertainment destination. Located in the new and innovative urban development “Currents of Windermere”, the site is situated in southwest Edmonton adjacent to Anthony Henday Drive and 170th street, just north of the Ambleside community.

The new entertainment centre is scheduled to open in 2010 and will be located in the centre of the master planned “urban village”. The 45,000 square foot entertainment centre will feature 12 auditoriums including four VIP auditoriums, in addition to six lanes of premium bowling and a licensed lounge.

“We are thrilled to be opening an exciting new entertainment destination in Windermere that is unlike anything Alberta residents have ever seen,” said Pat Marshall, Vice President Communications and Investor Relations, Cineplex Entertainment. “The new theatre will be the entertainment destination for residents of Edmonton offering the best entertainment options available all under one roof,” said Marshall.

All auditoriums will be equipped with digital DLP projection systems that will project large crystal clear images for every presentation. Select auditoriums will feature Real D 3D technology where guests will be able to enjoy a totally immersive 3D experience like no other. Each auditorium will also include all-stadium rocker seating with ample legroom, wall-to-wall, giant, curved screens and digital surround sound. Four of the 12 auditoriums will be adult-only VIP auditoriums featuring *Service-At-Your-Seat*, reserved seating and premium seats. As part of the VIP experience, guests will also have access to a private licensed lounge with appetizer menu offerings and a private box office.

The new theatre will offer a unique first class entertainment experience with a range of amenities including The Backlot™, a relaxing area for families by day and adults in the evening that features six lanes of premium bowling, a licensed lounge, billiard tables and digital screens. Concessions will include traditional movie fare such as popcorn, candy and soft drinks in addition to a variety of hot

food items such as *Pizza Pizza*, specialty sandwiches, coffees and teas as well as a *Yogen Fruz* frozen dessert bar.

About Cineplex Entertainment LP:

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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