



For Immediate Release

3D Movies Arrive at SilverCity Mission Cinemas

Cineplex Entertainment announces an additional 22 theatres in Canada to be equipped with digital 3D projectors in time for *Jonas Brothers: The 3D Concert Experience*

TORONTO, ON, February 3, 2009 (CGX.UN) – Cineplex Entertainment is about to change the movie going experience in Mission forever. As of February 27th, 2009, Mission residents will be able to experience the best in digital cinema including 3D movies, with the installation of a digital projection system located at *SilverCity Mission Cinemas*. Additionally, we are very pleased to announce in association with Walt Disney Studios Motion Pictures Canada, the first 3D movie to premiere in this location using this new digital system will be *Jonas Brothers: The 3D Concert Experience*.

The theatre will be equipped with Canadian made Christie CP2000 series DLP Cinema projectors. DLP Cinema projectors deliver the most visually stunning, razor-sharp images that movie goers have ever seen. The system will be further enhanced with the addition of REAL D 3D technology enabling this theatre to also present the latest 3D movies. REAL D is the global leader in 3D, bringing the most advanced digital 3-D experience to cinemas worldwide.

“Mission residents are going to love the bright, crystal clear images of digital presentation,” said Pat Marshall, Vice President Communications and Investor Relations, Cineplex Entertainment. “With the addition of REAL D, audiences will now be able to enjoy an incredibly immersive 3D experience. I love watching the audience wearing their 3D glasses and seeing people reach out to touch the images that appear to be floating in front of them and with our premiere film, audience members will feel as if they are on stage dancing beside the Jonas Brothers.”

Cineplex Entertainment is adding 22 new digital projection systems, enhanced with Real D 3D technology, to 22 theatres located in 21 cities across Canada over the next few weeks.

Advance tickets for *Jonas Brothers: The 3D Concert Experience* are available now online at www.cineplex.com or in person at the theatre listed below:

SilverCity Mission Cinemas
32555 London Avenue, Mission, BC

Jonas Brothers: The 3D Concert Experience—in Disney Digital 3-D™—is a high-energy Walt Disney Pictures rockumentary feature film event from director Bruce Hendricks (“*Hannah Montana/Miley Cyrus: Best of Both Worlds Concert*”). The film blends excerpts from the Brothers’ red-hot “*Burning Up*” concert tour, including guest performances from Demi Lovato and Taylor Swift, with exclusive behind-the-scenes footage, off-the-wall segments, swarming fans and a lot of JB-style humor—giving fans never-before-seen insights into the lives of Kevin, Joe and Nick.

About The Walt Disney Company

The Walt Disney Company (NYSE:DIS), together with its subsidiaries and affiliates, is a leading diversified international family entertainment and media enterprise with four business segments: media networks, parks and resorts, studio entertainment and consumer products. Disney, a Dow 30 company, had annual revenues of more than \$37 billion in its most recent fiscal year. Walt Disney Studios is a unit of The Walt Disney Company and produces and distributes motion pictures under the following banners: Walt Disney Pictures, Walt Disney Animation, Disney-Pixar Animation as well as Touchstone Pictures, Hollywood Pictures and Miramax Films.

About Cineplex Entertainment

As the largest motion picture exhibitor in Canada, Cineplex Entertainment LP owns, leases or has a joint-venture interest in 130 theatres with 1,331 screens serving approximately 61 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 more than 8,000, 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 97% of Cineplex Entertainment LP, are traded on the Toronto Stock Exchange (symbol CGX.UN). For more information, visit www.cineplex.com.

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