



For Immediate Release

Join Cineplex Entertainment in Supporting Canada's Summer and Winter Athletes

Help Holly Micuda reach her goal of selling 500,000 wristbands

Toronto, ON (CGX.UN) – August 5, 2008 – Cineplex Entertainment is very pleased to lend their support to Canada's athletes via a dream originated by 13-year-old Oakville, Ontario resident Holly Micuda to raise money for Canadian athletes by creating and selling custom wristbands. Cineplex Entertainment wants Holly to reach her goal of selling 500,000 wristbands by selling them at all Cineplex Entertainment theatres in Western Canada and Ontario.

"We were so impressed by the creativity and support that Holly has shown that we knew immediately we wanted to help Holly in her efforts to support Canadian athletes," said Pat Marshall, Vice-President, Communications and Investor Relations, Cineplex Entertainment. Marshall continued, "The summer games begin this week and Canadians across the country can show their support for the Canadian team by buying one of Holly's wristbands. At \$3.00 each, they couldn't be more affordable and imagine how great it would be to see Canadians everywhere wearing them during the games to show their support."

"I decided to sell wristbands to support Canadian athletes because I really enjoyed watching the 2006 Olympics on TV and I really enjoy sports myself," said Holly Micuda. "I started selling the wristbands at my school, and have sold over 25,000 across Canada. My goal is to sell 500,000 and with your help we can do it to help our Canadian athletes. My wristbands are red and white with "Canadian Athletes Now" on the outside and a slogan I created "*Don't just hope they will win, help them win.*"

"Traveling, buying our equipment, paying our coaches usually is quite a financial struggle. With organizations like the CANFUND around to help out and little girls like Holly selling wristbands makes it a lot easier," said Adam van Koeverden, Gold Medalist and World Champion Kayaker. "Holly's initiative is proof that a small decision and a small person can make a really big difference."

All proceeds from the sale of the wristbands will be donated to CANFUND, a not-for-profit organization devoted solely to raising funds and awareness for Canada's athletes. To purchase wristbands today, visit any Cineplex Entertainment theatre across Canada or online at www.CanadianAthletesNow.ca.

About Cineplex Entertainment LP:

Headquartered in Toronto, Canada, Cineplex Entertainment LP owns, leases or has a joint-venture interest in 132 theatres with 1,337 screens serving approximately 61 million guests annually. Cineplex Entertainment LP is the largest motion picture exhibitor in Canada operating the following brands: Cinema City, Cineplex Odeon, Coliseum, Colossus, Famous Players, Galaxy, SilverCity 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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