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**Cineplex Entertainment Announces New Theatre
at the Westshore Town Centre in Greater Victoria, BC**
New theatre to include UltraAVX™, digital projection and 3D

TORONTO, ON, September 15, 2010 (CGX.UN) – Cineplex Entertainment is pleased to announce plans to develop a new theatre at the Westshore Town Centre. Located at 2945 Jacklin Road in Langford, British Columbia and developed by Bentall LP on behalf of British Columbia Investment Management Corporation (bcIMC), the new theatre is scheduled to open in the spring of 2011.

The 26,000 square foot Cineplex Odeon Westshore Cinemas will feature approximately 1,300 stadium seats and seven auditoriums. The theatre will also include our newest audio visual experience, *UltraAVX*, featuring a significantly larger screen than our traditional screens, a superb digital surround sound system utilizing the latest in Dolby digital sound technology, reserved seating and high back rocker seats.

“We are delighted to bring this new theatre to Langford and the Greater Victoria area as the community needs another theatre,” said Pat Marshall, Vice President Communications and Investor Relations, Cineplex Entertainment. “Cineplex Odeon Westshore Cinemas will feature the latest in cinema design and technology including stadium seating, digital and 3D projection and *UltraAVX*,” said Marshall.

“This state-of-the-art theatre will provide a strong entertainment component to complement the already extensive selection of merchants and will further solidify Westshore Town Centre and Westshore Village as the preferred shopping destination in Langford and the Western Communities,” said Wayne Popowich, Senior Vice President Shopping Centres, Bentall LP.

All auditoriums will be equipped with Christie digital DLP projection systems that will project large, crystal clear images for every presentation. The theatre will also feature RealD 3D technology where guests will be able to enjoy a totally immersive 3D experience like no other. Each auditorium will include all-stadium seating and will offer ample legroom, wall-to-wall, giant, curved screens and digital surround sound.

About Westshore Town Centre and Westshore Village

Westshore Town Centre and Westshore Village are situated in the City of Langford on the western side of Metropolitan Victoria in the heart of the “Western Communities”. Having become a destination for a significant portion of Victoria’s large format retail services and

located some 15 minutes from the edge of Victoria's CBD, Langford is well situated to serve the entire Victoria trading area. Westshore Town Centre and Westshore Village form the core retail node in the Western Communities with over 400,000 square feet of the approximate 1,000,000 square feet of retail space in the immediate area.

About Cineplex Entertainment

As the largest motion picture exhibitor in Canada, Cineplex Entertainment LP owns, leases or has a joint-venture interest in 129 theatres with 1,342 screens serving approximately 70 million guests annually. Headquartered in Toronto, Canada, Cineplex Entertainment operates theatres from British Columbia to Quebec and is the exclusive provider of *UltraAVX* and 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 99.7% of Cineplex Entertainment LP, are traded on the Toronto Stock Exchange (symbol CGX.UN). For more information, visit www.cineplex.com.

For more information about bcIMC, visit www.bcimc.com.

For more information about Bentall LP, visit www.bentall.com.

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