



**CINEPLEX ENTERTAINMENT AND SCOTIABANK
LAUNCH FIRST NATIONAL CANADIAN ENTERTAINMENT
LOYALTY REWARDS PROGRAM AND RENAME
THREE MAJOR CINEPLEX THEATRES**

Movies. Fun. Fast.

TORONTO, ON (CGX.UN) – May 2, 2007 – Cineplex Entertainment and Scotiabank are pleased to announce four exciting new initiatives: the national launch of SCENE™, the first Canadian entertainment rewards program; the national launch of the SCENE™ ScotiaCard; the national launch of the new SCENE™ VISA and SCENE™ Student VISA cards; and the renaming of three major Cineplex theatres including the Scotiabank Theatre Vancouver (formerly Paramount Vancouver), Scotiabank Theatre Edmonton (formerly SilverCity West Edmonton Mall) and Scotiabank Theatre Montreal (formerly Paramount Montreal) bringing the total number of Scotiabank branded theatres to four (including Scotiabank Theatre Toronto).

“In partnership with Scotiabank, we are pleased to announce the national launch of SCENE, our entertainment rewards program which rewards our theatre guests for doing something they love to do which is going to the movies,” said Ellis Jacob, President and CEO, Cineplex Entertainment. “Our January launch in the GTA was a great success and we anticipate today’s national launch to be extremely successful as well. We are also delighted to partner with Scotiabank to join two of Canada’s leading brands in the renaming of three more of our flagship theatres today.”

“This breakthrough concept will give our customers more ways to earn instant, fun rewards, just by using their SCENE ScotiaCard and now SCENE VISA card. Adding a VISA card to the membership program really allows everyone to accelerate their earning power without changing their preferred method of payment,” said John Doig, Senior Vice-President, Marketing, Sales and Service, Scotiabank. “SCENE is a first in our industry, coupled with the first ever naming rights to Cineplex’s flagship theatres across the country. The SCENE partnership brings together two great brands in an innovative way to provide extra benefits and rewards to our customers.”

There are three great ways to participate in the SCENE program:

SCENE Membership Card

The SCENE membership program is free to join and offers members an immediate 10 per cent discount on all* concession purchases and enables members the chance to earn points for fun rewards such as free movies and concession combos simply by going to the movies. (*Tim Horton’s and alcoholic beverages excluded)

HOW TO EARN POINTS

- 250 initial points when you sign-up at www.scene.ca
- 100 points every time a member buys their admission ticket at a Cineplex Entertainment theatre
- Earn bonus points for purchasing tickets online via *JUMP!* at cineplex.com

MEMBERSHIP BENEFITS

- Receive an immediate 10% discount on concession purchases
- Special offers throughout the year
- Exclusive access to contests with prizes such as trips or free movies for a year

REDEEMING REWARDS

- 1,000 points earns a free movie ticket
- 1,000 points earns a free concession combo

Plus many other rewards and more benefits to come as the program expands.

SCENE ScotiaCard (Debit Card)

Accelerate your earning power with the SCENE ScotiaCard – a specially branded debit card offered exclusively by Scotiabank. Members who sign up for the SCENE ScotiaCard will instantly receive 2000 points just for signing up – that’s the equivalent of two free movies. They will also earn more points by simply making everyday purchases, earning one point for every \$5 spent on their debit card at any retailer and five points for every \$1 spent at any Cineplex Entertainment theatre.

Scotiabank SCENE VISA and SCENE Student VISA Cards

In addition to the SCENE card and SCENE ScotiaCard, members can earn even more rewards faster when signing up for the Scotiabank SCENE VISA or SCENE Student VISA card – specially branded credit cards offered exclusively by Scotiabank. Members who sign up for either VISA card will instantly receive 2000 points just for signing up – that’s the equivalent of two free movies. They will also earn more points by simply making everyday purchases with their SCENE VISA card, earning one point for every \$1 spent on their VISA card at any retailer and five points for every \$1 spent at any Cineplex Entertainment theatre.

With SCENE, members can earn rewards quickly. There are many ways to accumulate SCENE points fast. Below is a breakdown of the points accumulated when using your SCENE Membership Card and how your SCENE ScotiaCard and SCENE VISA Card can help you earn SCENE points even faster:

SCENE Membership Card (Free to all 14 years and older)

POINTS ACCUMULATOR	POINTS EARNED
Sign up for SCENE Membership Card	250
Your movie ticket purchase	100
Purchase a child’s movie ticket	50
Your movie ticket purchased on JUMP!	120
Concession purchases	10% discount

SCENE ScotiaCard and SCENE VISA Card (Open or add to a Scotiabank account)

POINTS ACCUMULATOR	SCENE ScotiaCard	SCENE VISA Card
Connect to your SCENE Membership **	2000	-
Sign up for 1 direct payroll deposits or at least 2 pre-authorized credits and/or 2 pre-authorized debits	2000	-
Connect to your SCENE Membership and make your first card purchase **		2000
Earn points on purchases made at participating Cineplex Entertainment theatres	5 SCENE points/\$1 spent	5 SCENE points/\$1 spent
Earn points on purchases at other merchants	1 SCENE point/\$5 spent	1 SCENE point/\$1 spent

***The Scotiabank bonus points are paid if connecting the SCENE ScotiaCard to SCENE membership or connecting the SCENE VISA card to the SCENE membership and making a first purchase with the VISA card are done within 60 days of getting the cards.*

SCENE Launch Party

Premiering tonight at the Scotiabank Theatre Vancouver, the Paramount Chinook and Scotiabank Theatre Edmonton and on May 3rd at Scotiabank Theatre Montreal are exclusive parties for SCENE contest winners and VIPs to celebrate the official launch. Guests will be able to register for SCENE and start accumulating points to earn free movies, concession items and other special offers. Along with VIP red carpet treatment, guests at the launch event will be treated to a special advanced screening of a highly anticipated Hollywood movie.

About Cineplex Entertainment LP

Headquartered in Toronto, Canada, Cineplex Entertainment LP owns, leases or has a joint-venture interest in 128 theatres with 1,290 screens serving approximately 60 million guests annually. Cineplex Entertainment LP is the largest motion picture exhibitor in Canada operating theatres with the following brands: Cineplex Odeon, Galaxy and Famous Players (including Coliseum, Colossus and SilverCity) and Scotiabank Theatre Toronto. The units of Cineplex Galaxy Income Fund, which owns approximately 75.7% of Cineplex Entertainment LP, are traded on the Toronto Stock Exchange (symbol CGX.UN). For more information, visit us at www.cineplex.com.

About Scotiabank

Scotiabank is one of North America's premier financial institutions and Canada's most international bank. With over 57,000 employees, Scotiabank Group and its affiliates serve approximately 12 million customers in some 50 countries around the world. Scotiabank offers a diverse range of products and services including personal, commercial, corporate and investment banking. With \$396 billion in assets (as at January 31, 2007), Scotiabank trades on the Toronto (BNS) and New York Exchanges (BNS). For more information please visit www.scotiabank.com.

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