



For Immediate Release

**CINEPLEX ENTERTAINMENT ANNOUNCES NEW ENTERTAINMENT
COMPLEX AT CROSSIRON MILLS IN ALBERTA**

New state-of-the-art entertainment centre includes digital and 3D projection,
XSCAPE Entertainment Centre and more

TORONTO, ON, July 23, 2009 (CGX.UN) – Cineplex Entertainment is pleased to announce plans to develop the ultimate entertainment destination at CrossIron Mills, in Rocky View County, just outside of Calgary. CrossIron Mills, developed by Ivanhoe Cambridge, is the first new enclosed shopping centre built in the Alberta market in more than 20 years.

The approximately 45,000 square foot SilverCity entertainment centre will feature more than 1,300 stadium seats and seven auditoriums. In addition, guests can enjoy the amenities in the approximately 13,000 square foot *XSCAPE* Entertainment Centre which will feature a variety of the latest games and activities as well as a licensed lounge. The new entertainment centre is scheduled to open in the summer of 2010.

“We are thrilled to be opening this exciting new entertainment destination in the new CrossIron Mills development 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 greater Calgary and surrounding communities offering the best entertainment options available all under one roof,” said Marshall.

“We are delighted to welcome Cineplex Entertainment to CrossIron Mills,” said John Scott, Vice President, Development with Ivanhoe Cambridge. “This new concept will anchor our entertainment neighbourhood and will contribute to the CrossIron Mills promise: Beyond the Ordinary.”

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

About CrossIron Mills

CrossIron Mills is the first new enclosed centre in Alberta in more than 20 years. Located just outside of Calgary in Rocky View County, CrossIron Mills will draw shoppers from across southern Alberta and beyond. This unique shopping and entertainment destination will feature an exciting mix of brand name retailers, manufacturer outlets, and themed restaurants. At 1.4 million square feet, the centre will be home to 17 anchors and more than 200 retailers and services – many of them are the first-in-Alberta and the largest-in-Alberta. The centre’s interior will feature themed neighbourhoods including

fashion, ranch, resource, fossils and sport. CrossIron Mills is owned and operated by Ivanhoe Cambridge, a pre-eminent Canadian-based global shopping centre owner, manager, and developer. For more information, please visit www.crossironmills.com.

About Cineplex Entertainment LP

As the largest motion picture exhibitor in Canada, Cineplex Entertainment LP owns, leases or has a joint-venture interest in 129 theatres with 1,328 screens serving more than 63.5 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 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 99.6% of Cineplex Entertainment LP, are traded on the Toronto Stock Exchange (symbol CGX.UN). For more information, visit www.cineplex.com.

- 30 -

For more information contact:

Pat Marshall
Vice President, Communications
and Investor Relations
416-323-6648
pat.marshall@cineplex.com

Georgia Sourtzis
Manager, Communications
Cineplex Entertainment
416-323-6728
georgia.sourtzis@cineplex.com

Karissa Boley
NATIONAL Public Relations
403-444-1486
kboley@national.ca