



For Immediate Release

**CINEPLEX ENTERTAINMENT ANNOUNCES NEW SILVERCITY
THEATRE AT FAIRVIEW SHOPPING CENTRE
IN TORONTO, ONTARIO**

TORONTO, ON, January 17, 2008 (CGX.UN) – Cineplex Entertainment is pleased to announce the development of a new nine-screen SilverCity theatre to open in Toronto, Ontario. Construction is expected to begin in the spring of 2008 with a targeted opening in late fall. Located on the north-eastern corner of Don Mills Road and Sheppard Avenue inside the newly renovated Fairview Shopping Centre, the theatre will occupy approximately 54,000 square feet of space and will offer a first class entertainment experience.

“We are always excited to announce a new theatre and Cineplex Entertainment is particularly thrilled to be announcing this new project located at one of the premiere shopping centres in Toronto,” said Pat Marshall, Vice President Communications and Investor Relations, Cineplex Entertainment. “This new theatre will offer area residents and shoppers the best entertainment options available,” said Marshall. “With more than 2,000 luxury high back seats, the complex will feature the latest in digital film presentation and digital sound technologies.”

Fairview Mall is currently in the midst of an impressive \$84 million redevelopment project to modernize the property and offer an even wider selection of trendy retailers. Kevin Gray, General Manager for Fairview Mall says, “The new SilverCity theatre will be a perfect complement to our property and the exciting changes that are underway at Fairview. We believe that this will offer an enhanced customer experience and yet another reason why people will make Fairview their first choice retail destination.”

The new theatre will feature all stadium seating, wall-to-wall, giant, curved screens; large, luxurious seats with ample legroom; Digital DLP projection systems and Dolby Digital Surround Sound. The spacious lobby will feature a Family Entertainment Centre that can be accessed without a movie ticket. The refreshment selection is very broad and will include all the standard movie fare including popcorn, soft drinks and a variety of other offerings sure to satisfy everyone’s appetite.

About Fairview Mall

A three-time International Council of Shopping Centres award winner, Fairview Mall is a one million square foot shopping centre located in Toronto at the northeast corner of Don Mills Road and Sheppard Avenue. Featuring more than 165 different retailers, the property is managed by the Cadillac Fairview Corporation Limited and is a 50/50 joint venture with Ivanhoe Cambridge Inc. For more information, please visit www.fairviewmall.ca.

About Cineplex Entertainment LP:

Cineplex Entertainment LP owns leases or has a joint-venture interest in 131 theatres with 1,327 screens serving approximately 60 million guests annually. Headquartered in Toronto, Canada, Cineplex Entertainment LP is the largest motion picture exhibitor in Canada operating the following brands: Cineplex Odeon, Galaxy, Famous Players, Coliseum, Colossus, SilverCity, Cinema City and Scotiabank Theatres. 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 www.cineplex.com.

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