



For Immediate Release

3D Movies Arrive at Galaxy Cinemas North Bay

TORONTO, ON, February 3, 2010 (CGX.UN) – Cineplex Entertainment is changing the movie going experience at Galaxy Cinemas North Bay forever. North Bay residents will now be able to experience the best in digital cinema including 3D movies, with the installation of a digital 3D projection system. The first 3D movie to be shown at the theatre is *Avatar* and opens on Friday, February 5, 2010.

The theatre will be equipped with a Canadian-made Christie Solaria 2K series projector. Digital cinema projectors deliver the most visually stunning, razor-sharp images that movie goers have ever seen. The system has been further enhanced with the addition of RealD 3D technology enabling this theatre to also present the latest 3D movies. RealD is the global leader in 3D, bringing the most advanced digital 3D experience to cinemas worldwide.

“North Bay residents are going to love the bright, crystal clear images of digital presentations,” said Pat Marshall, Vice President Communications and Investor Relations, Cineplex Entertainment. “With the addition of RealD, audiences will now be able to enjoy an incredibly immersive 3D experience beginning with James Cameron’s blockbuster *Avatar* as well as the great line-up of 3D movies scheduled to be released in 2010 and beyond.”

2010 3D releases include Disney’s *Alice in Wonderland* (March 5th) and Paramount’s *How to Train Your Dragon* (March 26th) and *Shrek Forever After* (May 21st) among a dozen or more others.

Galaxy Cinemas North Bay is located at 300 Lakeshore Drive.

About *Avatar*

Avatar, a live action film with a new generation of special effects, takes us to a spectacular new world beyond our imagination, where a reluctant hero embarks on a journey of redemption and discovery, ultimately leading a heroic battle to save a civilization. The film was first conceived by Cameron 14 years ago, when the means to realize his vision did not yet exist. Now, after four years of actual production work, *Avatar* delivers a fully immersive cinematic experience of a new kind, where the revolutionary technology invented to make the film, disappears into the emotion of the characters and the sweep of the story.

About Cineplex Entertainment

As the largest motion picture exhibitor in Canada, Cineplex Entertainment LP owns, leases or has a joint-venture interest in 130 theatres with 1,347 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 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 99.6% 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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