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**LAVALIFE BRINGS DATING TO THE BIG SCREEN
AND INVITES SINGLES TO “CLICK AT A FLICK”**

***New Singles Event Series Presented by Fido and Cineplex Entertainment
Kicks Off in Theatres in Toronto, Vancouver and Calgary***

Toronto, Ontario – October 19, 2006 – An entirely new way of dating is coming soon to a theatre near you! **Lavalife, Fido and Cineplex Entertainment** announced today a new partnership to expand the online dating experience with an innovative “offline” singles event series that will take place exclusively at Cineplex Entertainment theatres in select cities across Canada. **“Click at a Flick”** – a special event series designed exclusively for singles – will feature movie screenings in cities across Canada, launching in Toronto, Vancouver and Calgary. Single moviegoers simply buy a ticket for the featured movie and proceed to the designated Cineplex Entertainment auditorium where they can mingle and click with other singles before the lights go down.

“Click at a Flick’ events are designed to provide an entertaining and familiar atmosphere for singles in cities across Canada to meet and mingle,” said Lori Miller, Lavalife’s singles and dating expert. “This is also a great way to evolve the online dating experience, and bring singles ‘offline’ to meet face to face and enjoy great cocktails, conversation and film.”

Lavalife’s “Click at a Flick” will initially kick off in Toronto on **October 25** at **Paramount Toronto Cinemas**, located at **259 Richmond Street West**. Each pre-movie party will take place in a Cineplex Entertainment auditorium which will be transformed into an exclusive singles event with sophisticated ice breakers, complimentary cocktails, and a DJ booth where singles can learn more about each other’s tastes as they select a music play list for the evening. Dating experts will help singles create compelling online dating profiles. Events will begin between 6:00 - 6:30 PM and attendance is welcome with purchase of ‘Click at a Flick’ movie tickets (check out www.lavalife.com/flick for all local event times).

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Singles will also enjoy a series of hi-tech dating games powered by **Fido**, such as a text flirting game that allows singles to send messages across the theatre to other partygoers using their cell phones. Fido will also host a series of speed dating activities during the events for local singles prior to movie screenings in each city.

“Cineplex Entertainment is all about bringing our guests more than just movies,” says Pat Marshall, Vice President Communications and Investor Relations for Cineplex Entertainment. “Click at a Flick’ is another example of the unique and exciting line-up of events we have for guests to enjoy exclusively at Cineplex Entertainment theatres.”

After its debut in Toronto, “Click at a Flick” will expand to Vancouver and Calgary: the **Vancouver launch takes place on November 22 at the Paramount Vancouver Cinemas, 900 Burrard Street**; and the **Calgary launch is scheduled for November 22 at the Paramount Chinook Cinemas, 6455 Macleod Trail SW**. Following each initial launch event, the program will take place every other Wednesday night in each city.

Information about “Click at a Flick” can be found online at www.lavalife.com/flick.

About Lavalife:

Lavalife is ranked the #1 dating site in Canada* and is ranked among the top 10 worldwide dating sites.** Lavalife Corp. connects, engages and entertains singles through a number of web, voice and mobile products and services and allows its members anytime, anywhere access to like-minded individuals. Founded in 1987, Lavalife markets its products and services across the United States, Canada and Australia. Lavalife's open-minded approach to dating allows members to choose how they want to "click" with other singles by offering three unique communities: dating, relationships and intimate encounters. Lavalife has attracted millions of unique members who exchange 1.3 million messages every day. For more information on Lavalife, visit www.lavalife.com/corp or www.lavalife.com/mediaroom.

About Cineplex Entertainment LP:

Cineplex Entertainment LP owns, leases, or has a joint venture interest in 132 theatres with 1,309 screens and is the largest motion picture exhibitor in Canada. Headquartered in Toronto, Canada, the Partnership operates theatres with the following six top-tier brands: Cineplex Odeon, Galaxy and Famous Players (including Coliseum, Colossus and SilverCity). Proudly Canadian, the units of Cineplex Galaxy Income Fund, which owns approximately 59.1% of Cineplex Entertainment LP, are traded on the Toronto Stock Exchange under Cineplex Galaxy Income Fund (symbol CGX.UN). More information can be found at cineplex.com.



* Source: Combination of comScore Media Metrix and Lavalife. Lavalife estimates that it ranks #1 in Canada when publicly quoted statistics are adjusted to reflect traffic assigned to other websites.

** Source: Combination of comScore Media Metrix and Lavalife. Lavalife estimates that it ranks in the top 10 worldwide when publicly quoted statistics are adjusted to reflect traffic assigned to other websites.

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