



For Immediate Release

**A New Entertainment Experience – Cineplex *UltraAVX* Premieres
at Two Cineplex Entertainment Theatres on Wednesday, June 30th**

Featuring giant screens, digital and 3D projection, Dolby digital sound and reserved seating!

Toronto, ON - June 16, 2010 (CGX.UN): Cineplex Entertainment is very pleased to introduce the next evolution of the audio visual entertainment experience in Canada - Cineplex® *UltraAVX*™ - ("*UltraAVX*") an Ultra Audio Visual Experience™.

UltraAVX was designed to create the best and most immersive entertainment environment possible for Cineplex guests. *UltraAVX* features screens that are significantly larger on average than our traditional screens and a superb digital surround sound system utilizing the latest in Dolby digital sound technology. Christie Solaria 2230 DLP Cinema® projectors will provide a superior digital presentation, with crystal clear images on screen in addition to the latest 3D technology. Guests will love the new reserved seating option especially when they settle in to the extra wide high back rocker seats. *Escape with Us*® and become immersed in the action on screen surrounded in pure digital sound for an experience that is not to be missed.

"As the leader in out-of-home entertainment in Canada, Cineplex continues to enhance the entertainment experience with the launch of *UltraAVX*," said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. "Each element of *UltraAVX* has been designed based on guest research as we wanted to build the kind of auditorium that our theatre guests would build if they were the designers and that's what we have created in *UltraAVX*," said Marshall.

To celebrate the launch of *UltraAVX*, 200 lucky contest winners in both Calgary and Toronto will have the opportunity to experience an advance screening of the highly anticipated movie *The Twilight Saga: Eclipse* in the *UltraAVX* auditoriums at Cineplex Odeon Queensway Cinemas and the new SilverCity CrossIron Mills Cinemas and XSCAPE Entertainment on Tuesday, June 29, 2010.

UltraAVX will make its public debut on Wednesday, June 30, 2010 at Cineplex Odeon Queensway Cinemas and at the new SilverCity CrossIron Mills Cinemas and XSCAPE Entertainment Centre. *UltraAVX* will be added to seven other Cineplex theatres by the end of 2010 with many more locations to be added in 2011 and beyond.

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 approximately 70 million guests annually. Headquartered in Toronto, Canada, Cineplex Entertainment operates theatres from British Columbia to Quebec and is the exclusive provider of *UltraAVX* and 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.

-30-

For more information, contact:

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

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