



FOR IMMEDIATE RELEASE

**Famous Magazine Celebrates its 100th Issue
With a Dynamic Redesign**

TORONTO, ON, March 26, 2008 – (TSX:CGX.UN) Cineplex Media, a wholly owned division of Cineplex Entertainment, is proud to announce its 100th issue and redesign of *Famous* magazine. The April edition of *Famous* will be the 100th issue of the popular in-theatre magazine. With a circulation of 650,000 and readership of more than 1.6 million, *Famous* is the most-read entertainment magazine in Canada.

“We set out to create a magazine not about gossip and celebrity habits, but about movies and the actors who make them,” says Cineplex Media President and *Famous* publisher Salah Bachir. “Each issue has stayed true to that ideal, and we will continue to turn out well-written, engaging magazines. Plus, they’re going to look better than ever thanks to the new design.”

The monthly, which has been a must-read magazine for movie goers for more than eight years, is available in all Cineplex Entertainment theatres, including Cineplex Odeon, Cinema City, Coliseum, Colossus, Famous Players, Galaxy, SilverCity and Scotiabank Theatres in Canada. It is also available at Alliance Cinemas and select HMV locations.

Over those 100 issues, the biggest names in Hollywood and Canadian cinema have graced *Famous* covers, most recently Cate Blanchett, Denzel Washington, Nicole Kidman, Will Ferrell and Ellen Page.

To celebrate this milestone, *Famous* will unveil a dynamic redesign with a new format that is modern, energetic, fresh, and clean while remaining true to *Famous*’ roots as an entertainment magazine worth reading. Feature stories based on exclusive interviews, compelling celebrity photos, movie news, listings and product spreads have all made *Famous* Canada’s best movie magazine.

The April cover story features an exclusive interview with *Speed Racer* star Christina Ricci who appeared on the cover of the very first *Famous* for *Sleepy Hollow* in November 1999.

Famous is also celebrating with the “*Famous* 100th Issue Contest,” the largest contest in the magazine’s history. More than 750 prizes are up for grabs, including a 2009 Toyota Matrix, 2009 Toyota Corolla, Signature Vacations trip for two to Mexico, gift cards, cellphones and DVDs.

About Cineplex Entertainment:

Cineplex Entertainment LP owns leases or has a joint-venture interest in 132 theatres with 1,337 screens serving more than 61 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.

- 30 -

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