



****MEDIA ADVISORY: Wednesday, June 24, 2009****

Cineplex Entertainment Secures Exclusive Trailer for *cineplex.com*

Be the first to see **INGLOURIOUS BASTERDS** full length trailer

WHO/WHAT: Cineplex Entertainment and Alliance Films invite you to experience the full length trailer of the highly anticipated film, **INGLOURIOUS BASTERDS**, which can be viewed exclusively at cineplex.com beginning today.

Cineplex.com is the exclusive Canadian source to view the trailer before it debuts in-theatre on Wednesday, July 1, 2009. Traditionally, full length trailers premiere only in theatre so we are delighted to offer this sneak peak exclusively to cineplex.com visitors. The **INGLOURIOUS BASTERDS** trailer premiere is just one of many exclusive videos and content on cineplex.com, which is becoming the destination of choice for moviegoers - the site is currently ranked #2 in the movies category in Canada in terms of 'unique visitors' and continues to grow rapidly.

Cineplex.com is already Canada's #1 movie exhibition site, becoming the source for movie and entertainment news. Launched in 2008, *mycineplex*, a social networking site with 90,000 members to date, was created for entertainment and movie lovers where they can review, discuss and share stories about their favorite movies, movie stars, theatres and more.

Cineplex.com has also seen a significant increase in the number of trailers and videos viewed by visitors to the site with 2009 versus 2008 year over year increases of 82% and 52% for April and May respectively.

INGLOURIOUS BASTERDS is the latest film from cult director Quentin Tarantino and features an all-star cast including Brad Pitt (*The Curious Case of Benjamin Button*), Christoph Waltz (*Das Geheymnis im Wald*), winner of the 2009 Cannes Film Festival best actor award, Diane Kruger (*National Treasure: Book of Secrets*), Eli Roth (*Death Proof*) and Melanie Laurent (*Voyage d'affaires*). Alliance Films is scheduled to release **INGLOURIOUS BASTERDS** across Canada on August 21, 2009.

In the first year of the German occupation of France, Shosanna Dreyfus (Melanie Laurent) witnesses the execution of her family at the hand of Nazi Colonel Hans Landa (Christoph Waltz). Shosanna narrowly escapes and flees to Paris where she forges a new identity as the owner and operator of a cinema.

Elsewhere in Europe, lieutenant Aldo Raine (Brad Pitt) organizes a group of Jewish American soldiers to perform swift, shocking acts of retribution. Later known to their enemy as "the basterds," Raine's squad joins German actress and undercover agent Bridget von Hammersmark (Diane Kruger) on a mission to take down the leaders of the Third Reich. Fates converge under a cinema marquis, where Shosanna is poised to carry out a revenge plan of her own....

*Employing pulp and propaganda in equal measure, Quentin Tarantino's **INGLOURIOUS BASTERDS** weaves together infamous, oppressed, real and larger-than-life stories of WWII.*

About Alliance Films

Alliance Films is a leading distributor of motion pictures in Canada, with motion picture distribution operations in the United Kingdom and Spain. The Company distributes filmed entertainment to theatres, on DVD, online and to television broadcasters. Alliance Films holds the Canadian distribution rights to the productions of leading independent studios, including, Focus Features, The Weinstein Company, Overture Films, A Bigger Boat, Grosvenor Park, CBS Films and Relativity Media. www.alliancefilms.com.

About Cineplex Entertainment

As the largest motion picture exhibitor in Canada, Cineplex Entertainment LP owns, leases or has a joint-venture interest in 129 theatres with 1,328 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 more than 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 99.5% of Cineplex Entertainment LP, are traded on the Toronto Stock Exchange (symbol CGX.UN). For more information, visit www.cineplex.com.

WHEN: Exclusive one week window begins today, Wednesday, June 24, 2009

WHERE: www.cineplex.com

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