



For Immediate Release

**CINEPLEX ENTERTAINMENT AND SCOTIABANK
ANNOUNCE RENAMING OF PARAMOUNT CHINOOK THEATRE TO
SCOTIABANK THEATRE CHINOOK**

CALGARY, AB (CGX.UN) – September 21, 2007 – Cineplex Entertainment and Scotiabank today announced the renaming of its flagship theatre in Calgary to Scotiabank Theatre Chinook, formerly known as the Paramount Chinook. This is the fifth of a total of five Cineplex Entertainment theatres that have been re-branded to Scotiabank theatres in major cities across Canada. The other four theatres are located in Montreal, Toronto, Edmonton and Vancouver.

“We are delighted to announce the fifth and final theatre to be re-named under the Scotiabank brand today,” said Ellis Jacob, President and CEO, Cineplex Entertainment. “Our partnership with Scotiabank has been very successful with both the renaming of these theatres and also with SCENE, our entertainment loyalty rewards program.”

“The renaming of these five theatres across Canada is a terrific fit for us because it represents a great opportunity for us to increase our brand presence in high-visibility locations and deepen our relationship with customers and communities across Canada, including Alberta,” said John Doig, Senior Vice-President, Marketing, Sales and Service, Scotiabank. “We are also proud to have partnered with Cineplex to form SCENE, an innovative program that provides extra benefits and rewards.”

The SCENE entertainment rewards program is a card-based program that offers members the chance to earn rewards such as free movies and concession combos simply by going to the movies. Membership is free and anyone 14 years of age or older can join. The SCENE card offers members the ability to collect points, earn discounts and receive other special benefits. In addition to the SCENE card, members can earn rewards faster by signing up for the SCENE ScotiaCard, SCENE VISA or SCENE Student VISA cards – specially branded debit and credit cards offered exclusively by Scotiabank.

To enroll, guests can sign up for a SCENE card by visiting www.scene.ca.

About Cineplex Entertainment LP

Headquartered in Toronto, Canada, Cineplex Entertainment LP owns, leases or has a joint-venture interest in 132 theatres with 1,329 screens serving approximately 60 million guests annually. Cineplex Entertainment LP is the largest motion picture exhibitor in Canada operating the following brands: Cineplex Odeon, Galaxy, Famous Players (including 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 us at www.cineplex.com.

About Scotiabank

Scotiabank is one of North America's premier financial institutions and Canada's most international bank. With almost 60,000 employees, Scotiabank Group and its affiliates serve approximately 12 million customers in some 50 countries around the world. Scotiabank offers a diverse range of products and services including personal, commercial, corporate and investment banking. With \$408 billion in assets (as at July 31, 2007), Scotiabank trades on the Toronto (BNS) and New York Exchanges (BNS). For more information please visit www.scotiabank.com.

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