



FOR IMMEDIATE RELEASE

Cineplex Entertainment Signs Agreement with D-BOX to add its Motion Systems to 10 Theatres

Scotiabank Theatre Montreal and Cineplex Odeon Beauport Cinemas in Quebec City-- first two locations to open on November 19th

Toronto, Ontario and Longueuil, Quebec, (November 09, 2010) – Cineplex Entertainment (“Cineplex”) (TSX:CGX.UN), Canada’s largest and most successful motion picture theatre exhibitor, and D-BOX Technologies Inc. (DBO.A on the TSX Venture Exchange), today announced they have signed an agreement to add approximately 250 D-BOX MFX Seats to be installed in 10 theatres across Canada over the next 12 months with an option for 10 additional locations on the same terms.

"We are very proud of this agreement with Canada’s leading theatre circuit, which will provide movie-goers across the country with the opportunity to experience our unique technology," said Claude Mc Master, President & CEO, D-BOX Technologies Inc. "This Canadian expansion will complement D-BOX’s foray into foreign markets while increasing visibility at home. More so, this significant milestone clearly demonstrates the attractiveness of our business model driven by the growing worldwide acceptance of our technology."

"Cineplex continues to look for new and exciting entertainment technologies to offer our theatre guests," said Ellis Jacob, President and CEO, Cineplex Entertainment. "D-BOX Motion Seats have been a hit with guests at our Cineplex Odeon Queensway Cinemas in Toronto and now we are pleased to extend the experience elsewhere in Canada. D-BOX is one of a number of great entertainment experiences available in Cineplex theatres including digital projection, RealD 3D, VIP Cinemas, UltraAVX™ and IMAX®, to name a few."

D-BOX MFX Seats move in synchronization with the action onscreen transporting movie-goers to a new level of entertainment. Guests will feel as if they are a part of the action onscreen -- imagine flying along with Harry Potter as he races through the air in the midst of an action-packed Quidditch match. This unmatched, realistic and immersive experience is created with breakthrough D-BOX Motion technology where the movie is coded, frame-by-frame, to create customized motion effects resulting in subtle, refined movements that work in perfect synchronization to the action taking place onscreen.

As of November 19th, three Cineplex theatres will feature D-BOX Motion Systems and will feature Warner Bros. Pictures’ *Harry Potter and the Deathly Hallows: Part 1*. Disney’s *Tron Legacy* (3D), which opens December 17th will be the next movie available utilizing D-BOX Motion technology.

Scotiabank Theatre Montreal, 977 St. Catherine Street West, Montreal, QC
Cineplex Odeon Beauport Cinemas, 825 Clemenceau Street, Beauport, QC (Quebec City)
Cineplex Odeon Queensway Cinemas, 1025 The Queensway, Toronto, ON

About Cineplex Entertainment LP

Headquartered in Toronto, Canada, Cineplex Entertainment owns, leases or has a joint-venture interest in 129 theatres with 1,342 screens located from British Columbia to Quebec. As the largest motion picture exhibitor in Canada serving approximately 70 million guests annually, Cineplex Entertainment is the exclusive provider of UltraAVX™ and the leading exhibitor of digital, 3D and IMAX projection technologies in the country. With a workforce of approximately 10,000 employees, the company operates the following brands: Cineplex Odeon, Galaxy, Famous Players, Colossus, Coliseum, SilverCity, Cinema City and Scotiabank Theatres. Cineplex Entertainment is proud to be a major supporter of The Starlight Children's Foundation and regularly conducts various fundraising initiatives throughout the year including the annual Starlight pin campaign. The units of Cineplex Galaxy Income Fund, which owns approximately 99.7% of Cineplex Entertainment LP, are traded on the Toronto Stock Exchange (symbol CGX.UN). For more information, visit www.cineplex.com.

About D-BOX

D-BOX Technologies designs and manufactures leading edge high-technology motion systems mainly suited to the needs of the entertainment industry. With its unique, patented technology, D-BOX Motion Code™, uses motion effects specifically programmed for each film, TV series or video game, which are sent to a motion generating system integrated within either a platform or a seat. The resulting motion is perfectly synchronized with all onscreen action, creating an unmatched realistic, immersive experience. To date, D-BOX Motion Code™ is available on more than 900 titles.

Accordingly, many prominent Hollywood studios have started embedding D-BOX Motion Code™ on selected high definition Blu-ray™ and theatrical releases. By reaching agreements with the leaders of both the motion picture and gaming industries, D-BOX's award-winning motion technology is gradually proving itself as a new global standard in the entertainment world. D-BOX is a publicly traded company listed on the TSX Venture exchange under the symbol DBO.A. For further information please see www.D-BOX.com

D-BOX® is a registered trademark and D-BOX Motion Code™ is a trademark of D-BOX Technologies Inc. Other names are for informational purposes only and may be trademarks of their respective owners.

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