



For Immediate Release

## **SILVERCITY FAIRVIEW MALL CINEMAS OPENS FRIDAY DECEMBER 5<sup>TH</sup>**

*Movies, Digital Projection, 3D, Licensed Lounge and more!*

Toronto, ON (CGX.UN) – December 2, 2008 – Cineplex Entertainment is pleased to announce that the doors to its newest entertainment destination, SilverCity Fairview Mall Cinemas, will open on Friday, December 5, 2008, with the box office opening at 6:00 p.m.

The new nine-screen, 54,000 square foot SilverCity Fairview Mall Cinemas offers an upscale urban experience with a dynamic new design. Fully equipped with digital projection systems in each auditorium delivering the most stunning, razor-sharp images as well as a digital electronic signage program consisting of more than 90 LCD screens located throughout the theatre, guests will be treated to a visually enticing experience like no other. With two auditoriums equipped with RealD 3D technology, guests will be able to enjoy a fully immersive experience with the great line-up of 3D movies scheduled for 2009.

“SilverCity Fairview Mall Cinemas will be a spectacular addition to the city and especially the Don Mills area,” said Pat Marshall, Vice President Communications and Investor Relations, Cineplex Entertainment. “We have built a first class entertainment destination that features the latest digital projection and sound technology in the movie business today. Guests will enjoy crisper, brighter and bolder images on screen resulting from the installation of these powerful new digital projectors. Movies presented digitally ensure that every presentation – be it the first screening or the 500<sup>th</sup> screening – will look like it is being presented for the very first time,” said Marshall.

The theatre also features a fully licensed lounge with appetizer menu offerings including chicken strips, sushi and a number of delicious desserts. Our new *Print Skip Scan* service enables guests to *print* their tickets at home, *skip* the line and *scan* their ticket on the way into the theatre allowing for added ease and convenience. New at SilverCity Fairview Mall Cinemas is *The Screening Room*, a private screening and reception area where up to 10 guests can enjoy a private screening, party or watch a game on a digital projector capable of presenting High-Definition images.

Also featured in the theatre are more than 1,800 all stadium rocker seats (each seat row will be 18” higher than the previous row) with ample legroom; wall-to-wall, giant, curved screens ranging in size with some as large as 50 feet wide; and Digital Surround Sound. The concessions will include traditional movie fare such as popcorn, candy and soft drinks in addition to *Pizza Pizza*, *Far Coast* specialty coffees and teas, *Outtakes* and *Yogen Fruz* with a wide selection of low-fat and no-fat frozen yogurts and premium ice cream. A *Techtown* family entertainment centre will offer a number of interactive video games and activities and is accessible without the purchase of a movie ticket.

*SilverCity Fairview Mall Cinemas Opens!  
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Guests can visit [www.cineplex.com](http://www.cineplex.com) for more information, showtimes and to purchase advance tickets.

**About Cineplex Entertainment LP**

As the largest motion picture exhibitor in Canada, Cineplex Entertainment LP owns, leases or has a joint-venture interest in 130 theatres with 1,328 screens (as of Friday, December 5<sup>th</sup>) serving approximately 61 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 8,000, the company operates the following top tier brands: Cineplex Odeon, Galaxy and Famous Players including Colossus, Coliseum and SilverCity, in addition to Cinema City and Scotiabank Theatres. The units of Cineplex Galaxy Income Fund, which owns approximately 76% of Cineplex Entertainment LP, are traded on the Toronto Stock Exchange (symbol CGX.UN). For more information, visit [www.cineplex.com](http://www.cineplex.com).

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