



For Immediate Release:

CINEPLEX ODEON AND GALAXY CINEMAS PUT A BITE IN THEATRE CONTESTS WITH *SHREK 2*

TORONTO, May 19, 2004. Cineplex Galaxy LP has partnered with DreamWorks SKG to offer Cineplex Odeon and Galaxy cinema guests an *exclusive* chance to win great prizes when they see *Shrek 2* this summer. Effective today, every guest who purchases a theatre ticket to see *Shrek 2* at a Cineplex Odeon or Galaxy cinema will receive a secret code word. Guests can then log onto either www.cineplex.com or www.galaxycinemas.com and enter their secret code word to win the grand prize trip to the world premiere of *Shark Tale* opening in October 2004.

In addition to the trip, there are a total of 25 "Ogre-Sized Prize Packs" to be won. These prize packs include a *Shrek 2* watch, baseball cap, soundtrack from the film, storybooks and plush characters of Shrek and Donkey. "This is a great contest for our theatre guests to participate in this summer while seeing one of funniest films of the year," said Pat Marshall, Vice President, Communications and Specialty Marketing for Cineplex Galaxy LP. "Winning a trip to a world film premiere courtesy of the studio who produced the film is one of the most highly sought-after prizes in our industry" Marshall said. "Studios know how to give you the *star* treatment and DreamWorks SKG is one of the best studios in the business. Winning this trip would be an extraordinary opportunity."

In *Shrek 2*, the fairy tale continues as everyone's favorite ogre faces his greatest challenge of all -- the in-laws! Shrek and Princess Fiona return from their honeymoon to find an invitation to visit Princess Fiona's parents, the King and Queen of the kingdom of Far Far Away. With Donkey along for the ride, the newlyweds set off. But no one could have prepared them for the sight of their new son-in-law, not to mention how much their little girl had changed! *Shrek 2* brings back the voices of Mike Myers as Shrek, Eddie Murphy as Donkey and Cameron Diaz as Princess Fiona.

Shark Tale is the much-anticipated, animated film about a fast-talking little fish who dreams big and stars the voices of Will Smith as Oscar, a hustler who has always been able to fin-agle his way out of trouble until now; Robert De Niro as Don Lino, a great white shark at the top of the food chain; Renee Zellweger as Angie, a beautiful angel fish who harbors a secret crush

For more information contact:

Pat Marshall, Vice President Communications and Specialty Marketing
Telephone: 416-323-6648 Telefax: 416-323-6633
Email: pmarshall@cineplexgalaxy.com

on Oscar; Angelina Jolie as Lola, the femme fatale, a dragon fish who uses her feminine wiles to get what she wants; Jack Black as Don Lino's son Lenny, a great white shark who is a closet vegetarian; and Martin Scorsese as Sykes, a puffer fish who is full of hot air and never misses an opportunity to make a few extra clams.

The contest begins May 19th and runs until June 17, 2004 in all Galaxy and Cineplex Odeon cinemas in British Columbia, Alberta, Saskatchewan, Manitoba, Ontario and Quebec.

Cineplex Galaxy LP is a leading exhibitor of motion pictures in the entertainment industry. Headquartered in Toronto, Canada, Cineplex Galaxy LP currently operates 83 theatres with a total of 756 screens in 6 provinces across Canada. Cineplex Odeon Cinemas, Galaxy Cinemas and the associated brands are owned and operated by Cineplex Galaxy LP. There are 63 Cineplex Odeon Cinemas located in the major urban centres and 20 Galaxy Cinemas featured in mid-size markets. Proudly Canadian, Cineplex Galaxy LP is a public company traded on the Toronto Stock Exchange under Cineplex Galaxy Income Fund (symbol CGX.UN).

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