



For Immediate Release

SCENE EXPANDS -- OFFERING ONLINE MUSIC STORE AND A CHANCE TO WIN A ONCE-IN-A-LIFETIME CONCERT CONTEST

780,000 SCENE MEMBERS TO DATE AND GROWING
Movies, Music, More...

TORONTO, ON, April 17, 2008 (CGX.UN) – Cineplex Entertainment and Scotiabank are pleased to announce the addition of an online music store to the highly successful SCENE entertainment rewards program. Starting today, SCENE members can redeem their SCENE points for music downloads from any of the 60,000 artists representing a library of more than 1.5 million music tracks. via our www.scene.ca website.

“The SCENE program has substantially exceeded our expectations in all key metrics,” said Ellis Jacob, President and CEO, Cineplex Entertainment. “Our theatre guests love the program because they can both earn and redeem points fast. Our philosophy with SCENE was to create a program that enabled our members to get more enjoyment or “more life from life”. By expanding the program to offer music downloads and great contests, we think our members will realize even greater value and there is still much more to come.”

“SCENE is an extremely popular program for our customers based on the movie component,” said John Doig, Senior Vice-President, Marketing, Scotiabank. “By adding the ability to use SCENE points for music downloads, we are able to give our customers greater access to the entertainment they want.”

ONLINE MUSIC STORE

SCENE members can now redeem their SCENE points for music rewards from an online catalogue on the SCENE website. They simply set up a music account at the SCENE Music Store (<http://music.scene.ca>) and decide which of the three different redemption levels they would like to choose from:

15 songs downloaded for 2000 points
25 songs downloaded for 3000 points
50 songs downloaded for 5000 points

Members can choose to download all songs at once or a few at a time. They can also stream music samples or view artist biographies.

UNIQUE ONE OF A KIND CONCERT CONTESTS

SCENE members can now also redeem their SCENE points for the opportunity to win once-in-a-lifetime contests. The first contest features a grand prize of two front row seats to the *Glow in the Dark Concert* where they will see and meet *Rihanna* who is performing with *Kanye West* in Vancouver this June. The trip includes two nights accommodation in Vancouver, roundtrip airfare and two front row tickets to the concert in SCENE branded concert seats. They will also get to take home a variety of unique signed artist souvenirs as part of the prize!

This is the first of many unique contests to come exclusively for SCENE members. After the *Glow in the Dark Concert* ends, SCENE members should check back to see what Canadian band will be featured next month, and enter for their chance to win the unique grand prize of being the band's manager for a day.

About Cineplex Entertainment LP:

Cineplex Entertainment LP owns leases or has a joint-venture interest in 131 theatres with 1,327 screens serving approximately 60 million guests annually. Headquartered in Toronto, Canada, Cineplex Entertainment LP is the largest motion picture exhibitor in Canada operating the following brands: Cineplex Odeon, Galaxy, Famous Players, Coliseum, Colossus, SilverCity, Cinema City and Scotiabank Theatres. The units of Cineplex Galaxy Income Fund, which owns approximately 76.0% of Cineplex Entertainment LP, are traded on the Toronto Stock Exchange (symbol CGX.UN). For more information, visit www.cineplex.com.

About Scotiabank:

Scotiabank is one of North America's premier financial institutions and Canada's most international bank. With more than 60,000 employees, Scotiabank Group and its affiliates serve approximately 12.5 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 \$449 billion in assets (as at January 31, 2008), Scotiabank trades on the Toronto (BNS) and New York Exchanges (BNS). For more information please visit www.scotiabank.com.

- 30 -

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