



For Immediate Release

3D MOVIES ARRIVE IN EDMONTON THEATRES

CINEPLEX ENTERTAINMENT ANNOUNCES 25 THEATRES IN CANADA TO BE EQUIPPED WITH DIGITAL 3D PROJECTORS AND PREMIERES WITH HANNA MONTANA & MILEY CYRUS: BEST OF BOTH WORLDS CONCERT

TORONTO, ON, February 28, 2008 (CGX.UN) – Cineplex Entertainment is about to change the movie going experience in Edmonton forever. As of March 14th, 2008, Edmontonians will be able to experience the best in digital cinema including 3D movies, with the installation of two digital projection systems, one to be located at *Cineplex Odeon South Edmonton Cinemas* and the second to be installed at *Cineplex Odeon North Edmonton Cinemas*. Additionally, we are very pleased to announce in association with Walt Disney Studios Motion Pictures Canada, the first 3D movie to premiere using these new digital systems will be *Hanna Montana & Miley Cyrus: Best of Both Worlds Concert*.

Both theatres will be equipped with Canadian made Christie CP2000 DLP Cinema projectors that can present digital movies in 2D or 3D. DLP Cinema projectors deliver the most visually stunning, razor-sharp images that movie goers have ever seen. Each system will be further enhanced with the addition of REAL D 3D technology enabling these two theatres to also present the latest 3D movies. REAL D is the global leader in 3D, bringing the most advanced digital 3-D experience to cinemas worldwide.

“Edmontonians are going to love digital theatre,” said Pat Marshall, Vice President Communications and Investor Relations, Cineplex Entertainment. “With digital projection, every presentation looks as if it is being presented for first time on screen. Images are always bright, crystal clear and sharp.” Marshall also said, “With the addition of REAL D, audiences will now be able to enjoy an incredibly immersive 3D experience. I love watching the audience wearing their 3D glasses and seeing people reach out to touch the images that appear to be floating in front of them and with our premiere film, audience members will feel as if they are on stage beside Miley Cyrus.”

“Audience reaction for the 3-D presentation of *Hannah Montana & Miley Cyrus: Best of Both Worlds Concert* has been overwhelming,” said Anthony Macina, Vice President, Sales for Walt Disney Studios Motion Pictures Canada. “Miley is clearly one of today’s most exciting, talented and charismatic performers and we’re delighted that her many fans in Edmonton will be able to enjoy this entertaining and innovative 3-D concert experience.”

40 countries, and the Disney Music Group distributes original music and motion picture soundtracks under its four record labels: Walt Disney Records, Buena Vista Records, Hollywood Records and Lyric Street Records.

About Cineplex Entertainment:

Cineplex Entertainment LP owns leases or has a joint-venture interest in 131 theatres with 1,327 screens serving more than 61 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 75.7% of Cineplex Entertainment LP, are traded on the Toronto Stock Exchange (symbol CGX.UN). For more information, visit www.cineplex.com.

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