



FOR IMMEDIATE RELEASE

**CINEPLEX GALAXY LAUNCHES MAJOR CROSS-COUNTRY
FUNDRAISING INITIATIVE (*SPOTLIGHT ON THE CURE*)
IN SUPPORT OF
THE CANADIAN BREAST CANCER FOUNDATION**

TORONTO, ONTARIO. October 4, 2004 (TSX: CGX.UN). October is Breast Cancer Awareness Month and Cineplex Galaxy LP is very pleased to announce it's 3rd annual *Spotlight on the Cure* campaign that raises funds for the Canadian Breast Cancer Foundation (CBCF) through in-theatre and online initiatives during the month of the October. In the past two years, Cineplex Odeon theatres have raised in excess of \$260,000 for CBCF. Our goal this year is to raise \$200,000.

"We have really put together an exciting and diverse number of initiatives to raise money for CBCF this year," said Pat Marshall, Vice President Communications for Cineplex Galaxy LP. "If you see a movie at any Cineplex Odeon or Galaxy Cinemas location this October, you will be automatically helping the cause. A portion of every movie ticket sold will be donated to the Canadian Breast Cancer Foundation. There are various other ways our customers can show their support. All 84 Cineplex Odeon and Galaxy Cinemas across the country are selling gold-plated pink ribbon pins for \$3.00 each and 100% of the proceeds will go directly to CBCF. Additionally, we have created a special *Spotlight Combo* package at our concessions that includes: regular-size popcorn in a specially created pink ribbon bag, a regular-size fountain drink and a five-piece Ganong chocolate gift pack. Best of all, \$1.00 from every *Spotlight Combo* will be donated to CBCF. "Finally, and possibly the most exciting element, is a new online auction that will launch on October 1st and run until November 1st. The auction will feature an autographed tennis racquet from Andre Agassi, an outfit worn by Hilary Duff, along with a wide variety of autographed movie memorabilia, DVD libraries, a digital camera, and so much more. People interested in bidding on these items should visit our website at www.cineplex.com or www.galaxycinemas.com. All proceeds generated from the online auction will be donated to CBCF."

"We really want to encourage movie-goers to visit our theatres during the month of October to help us raise money for this worthwhile cause that affects so many people," said Pat Marshall. "Guests will get twice the bang for the buck as they get to enjoy some great entertainment and at the same time support a very worthwhile cause."

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"The Spotlight on the Cure campaign has made a significant impact by increasing the amount of funds available to address important breast cancer research and awareness programs," says Leslie Denier, Chair, National Board, Canadian Breast Cancer Foundation. "It is through the generosity of community-minded sponsors like Cineplex Galaxy that we are able to make a differences in the lives of Canadians touched by breast cancer."

Established in 1986, the Canadian Breast Cancer Foundation is the largest charitable organization in Canada dedicated exclusively to supporting the advancement of breast cancer research, education, diagnosis and treatment. Since the inception they have raised over \$20 million for breast cancer projects and services. The foundation addresses the needs of Canadians from coast to coast. CBCF has chapters in British Columbia/Yukon, Alberta/NWT, Ontario and the Atlantic region, as well as several community-based branch offices. The Foundation's national office is located in Toronto.

Cineplex Galaxy LP is a leading exhibitor of motion pictures in the entertainment industry. Headquartered in Toronto, Canada, Cineplex Galaxy LP currently operates 84 theatres with a total of 758 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 21 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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