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CINEPLEX ENTERTAINMENT AND RealD SIGN MAJOR AGREEMENT FOR 175 3D INSTALLATIONS

TORONTO, ON, July 22, 2008 (CGX.UN) – Cineplex Entertainment and RealD announced today they have signed a long-term agreement to install a minimum of 175 3D systems into Cineplex Entertainment theatres across the country by December 2009 bringing RealD's committed screen count to well over 5,500. The commencement of the RealD rollout is dependent upon Cineplex Entertainment entering into a digital deployment agreement to begin the conversion to digital projection.

"We are pleased to partner with RealD, the leader in 3D technology," said Ellis Jacob, President and CEO, Cineplex Entertainment. "There is an exciting slate of 3D films scheduled for release during the next 18 months that includes DreamWorks Animation's *Monsters vs. Aliens* in addition to about a dozen other 3D films and this agreement will allow us to provide even more guests across the country with the most advanced digital 3D movie-going experience possible."

"We are thrilled to be the 3D provider of choice for Cineplex Entertainment," said Michael Lewis, Chairman and CEO, RealD. "The partnership brings next-generation 3D to even more cinemagoers across Canada." RealD is the global leader in 3D, with 90% of the worldwide digital 3D market and 97% of the domestic market. RealD is the most advanced digital 3D experience available in cinemas. The RealD cinema experience is based upon visualization technology used by NASA and Fortune 500 companies, and utilizes a circular polarization system to create a vivid and immersive three-dimensional picture.

"2009 is truly shaping up to be the year of 3D, in which exhibitors and film studios will join together to provide moviegoers with a bigger and better experience at the theatre than ever before," said Jeffrey Katzenberg, CEO of DreamWorks Animation (NYSE:DWA). "By this time next year we will be closer than ever to seeing digital 3D become a mainstream reality in theatres across North America."

"The good news just keeps coming as moviegoers get even more access to 3D screens," said Bruce Snyder, President, 20th Century Fox Domestic Distribution. "*With Ice Age 3: Dawn of the Dinosaurs* and James Cameron's *Avatar* both being released in 3D next year, we're obviously committed to the 3D format and couldn't be more excited about RealD's continued expansion of its 3D technology and digitalization of theatres globally."

Cineplex Entertainment currently has 41 RealD 3D systems installed and will begin the rollout of the remaining systems into its theatres later this year to bring the total to 175. The majority of installations are expected to be completed in time for the slate of 3D films being released in 2009.

About RealD:

RealD is the global leader in 3D, bringing the most advanced digital 3-D experience to cinemas worldwide. RealD's next-generation technology, deployed across the world's largest 3D platform in 27 countries, provides a stunningly realistic and immersive viewing experience beyond the usual concepts of 3D cinema. The impact of 3D upon today's moviemaking has been compared to the advent of color film when once there was only black and white.

Beyond cinema, RealD is the worldwide inventor and provider of key stereoscopic technologies used in science, manufacturing, marketing, and other industries, with thirty years of scientific development behind its systems. RealD's mission-critical 3-D visualization technologies are used by organizations such as NASA, Pfizer, BMW, Boeing and more. For more information, visit www.reald.com.

About Cineplex Entertainment LP:

Headquartered in Toronto, Canada, Cineplex Entertainment LP owns, leases or has a joint-venture interest in 132 theatres with 1,337 screens serving approximately 61 million guests annually. Cineplex Entertainment LP is the largest motion picture exhibitor in Canada operating the following brands: Cinema City, Cineplex Odeon, Coliseum, Colossus, Famous Players, Galaxy, SilverCity 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).

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