



**For Immediate Release**

## **E1 Films Canada's *Twilight* Tops Highest Advance Ticket Sales Ever at Cineplex Entertainment Theatres**

Toronto, ON (CGX.UN) November 21, 2008 – Cineplex Entertainment and E1 Films Canada are pleased to announce that advance ticket sales for the highly anticipated movie *Twilight*, which opens in wide release today, have reached record breaking levels exceeding more than one million dollars.

"Advance ticket sales for *Twilight* have been unprecedented, breaking all records previously held for pre-sales," said Ellis Jacob, President and CEO for Cineplex Entertainment. "There has been huge anticipation for this movie and, in the last week, we saw a tremendous surge in advance ticket sales across the country."

"These record-breaking numbers are indicative of the worldwide phenomenon that is *Twilight*," said Bryan Gliserman, Co-President of E1 Films Canada. "*Twilight* fans are devoted to this story and we are proud to bring this enormously anticipated film to audiences across Canada."

*Twilight* opens in wide release today on approximately 500 screens across the country including Cineplex Entertainment theatres. Offering guests the opportunity to be amongst the very first to experience this highly anticipated film, advance tickets can be purchased online at [www.cineplex.com](http://www.cineplex.com), on your mobile phone and at participating Cineplex Entertainment theatre box offices.

*Twilight*, a Temple Hill production in association with Maverick Films/Imprint Entertainment, is distributed in Canada by E1 Films, an Entertainment One company, on behalf of Summit Entertainment. The film stars Kristen Stewart (*Into the Wild*) and Robert Pattinson (*Harry Potter and the Order of the Phoenix*), and is directed by Catherine Hardwicke (*Thirteen*) with screenplay by Melissa Rosenberg. *Twilight* is produced by Mark Morgan, Greg Mooradian and Wyck Godfrey. Executive producer is Karen Rosenfelt.

### **About Cineplex Entertainment LP**

As the largest motion picture exhibitor in Canada, Cineplex Entertainment LP owns, leases or has a joint-venture interest in 130 theatres with 1,325 screens serving approximately 61 million guests annually. Headquartered in Toronto, Canada, Cineplex Entertainment operates theatres from British Columbia to Quebec and is the largest exhibitor of digital, 3D and IMAX projection technologies in the country. Proudly Canadian and with a workforce of more than 8,000, the company operates the following top tier brands: Cineplex Odeon, Galaxy and Famous Players including Colossus, Coliseum and SilverCity, in addition to Cinema City 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). For more information, visit [www.cineplex.com](http://www.cineplex.com).

**About Entertainment One**

Entertainment One Ltd. (LSE: ETO) is a leading independent entertainment company with operations in the United States, the UK, Canada, Holland and Belgium. The company's strategy is to become the world's largest owner and distributor of independent film, television and music content through acquisitions and organic growth.

Entertainment One's rapidly expanding content library currently includes more than 3,700 feature films and thousands of half-hours of television content. In addition, the company owns Koch Entertainment, the largest independent record label in North America.

On September 29, 2008, Entertainment One concluded a reverse takeover transaction with DHX Media Ltd.(AIM & TSX: DHX), an international producer and distributor of television programming and interactive content. Following the closing of this transaction, the combined company will have a primary listing on the Toronto Stock Exchange and a secondary listing on AIM.

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