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**Famous Players Vernon 7 Cinemas is Being Transformed**

Theatre being converted to full-stadium seating and adding digital and 3D projection

Toronto, ON (CGX.UN) – September 17, 2009 – Cineplex Entertainment is pleased to announce that all seven of the original sloped floor auditoriums at Famous Players Vernon 7 Cinemas are being converted to stadium seating with new rocker style seats being added.

“We are thrilled to be making these changes offering our guests a more immersive entertainment experience,” said Pat Marshall, Vice President, Communications and Investor Relations. “The addition of stadium seating where guests will now be able to enjoy unobstructed views of the giant screen combined with digital and 3D projection systems will transform the movie-going experience for Vernon residents.”

At the conclusion of the construction, the theatre will feature all stadium seating, where each row is approximately 18” higher than the previous row, wall-to-wall giant, curved screens, large luxurious rocker seats with ample leg room and digital surround sound. Two of the seven auditoriums will be equipped with digital DLP projection systems that will project large crystal clear images for every presentation. One auditorium will also feature RealD 3D technology where guests can enjoy a totally immersive 3D experience with the great line-up of 3D movies scheduled for 2010 and beyond. In addition to a newly renovated box office, the theatre lobby will include a dynamic new digital signage program with LCD screens that will change the look and feel of the space and provide both information as well as entertainment.

The theatre will remain open during the construction process for guests to continue to enjoy the latest blockbusters and alternative programming including *The Met: Live in HD* performances. The renovation is expected to be completed in February 2010.

**About Cineplex Entertainment**

As the largest motion picture exhibitor in Canada, Cineplex Entertainment LP owns, leases or has a joint-venture interest in 129 theatres with 1,328 screens serving more than 63.5 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 approximately 10,000 employees, the company operates the following top tier brands: Cineplex Odeon, Galaxy, Famous Players, Colossus, Coliseum, SilverCity, Cinema City and Scotiabank Theatres. The units of Cineplex Galaxy Income Fund, which owns approximately 99.6% 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).

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