



**'TAP AND GO'
AT CINEPLEX ENTERTAINMENT THEATRES
WITH MASTERCARD *PAYPASS***

Toronto, ON (CGX.UN) February 13, 2006 – Cineplex Entertainment, Canada's largest motion picture exhibition company, and MasterCard Canada have teamed up to offer moviegoers state-of-the-art payment technology designed to improve customer convenience and payment speed. Moviegoers carrying *PayPass*-enabled MasterCard cards will be able to pay for tickets and concession items by simply tapping their cards at designated *PayPass* readers.

Cineplex Entertainment will implement the MasterCard® *PayPass*™ program in three theatres in the Greater Toronto Area: Cineplex Odeon Queensway Cinema, SilverCity Mississauga, and Coliseum Mississauga. Cineplex Entertainment will expand the program to more than 100 Cineplex Entertainment theatres across the country throughout 2006.

"Cineplex Entertainment is committed to offering an exceptional entertainment experience to our guests," said Pat Marshall, Vice President Communications and Investor Relations for Cineplex Entertainment. "By adding the MasterCard *PayPass* feature to our box office and concessions, we hope to expedite our speed of service and reduce line-ups in our theatres. This is one more example of Cineplex Entertainment's commitment to use new technology to enhance the movie-going experience."

Cineplex Entertainment guests will simply tap their *PayPass*-enabled card or fob on a specially equipped merchant terminal that utilizes radio frequency (RF) technology to complete the transaction. *PayPass* eliminates the need to fumble for cash and coins, hand a card over to a clerk or swipe the card.

"We're delighted to partner with Cineplex Entertainment to launch this secure and convenient payment alternative for Canadian moviegoers," said Nagesh Devata, Vice President, Emerging Product Solutions and Sales, MasterCard Canada. "*PayPass* is popular among cardholders. They just tap their card on the reader and they're done. The card never even leaves their hand. MasterCard *PayPass* is a simpler way to pay."

About MasterCard International

MasterCard International Incorporated is a leading global payments solutions company that provides a broad variety of innovative services in support of our global members' credit, deposit access, electronic cash, business-to-business and related payment programs. MasterCard, through its principal operating subsidiary, MasterCard International Incorporated, manages a family of well-known, widely accepted payment card brands including MasterCard®, Maestro® and Cirrus® and serves financial institutions, consumers and businesses in over 210 countries and territories. The

MasterCard award-winning Priceless® advertising campaign is now seen in 105 countries and in 48 languages, giving the MasterCard brand a truly global reach and scope. For more information go to www.mastercardinternational.com.

About Cineplex Entertainment LP:

Cineplex Entertainment LP owns, operates or has an interest in 130 theatres with 1,275 screens (after giving effect to the 7 theatres and 80 screens in Quebec to be divested pursuant to a consent agreement with the Canadian Commissioner of Competition) and is the largest motion picture exhibitor in Canada. The Partnership operates theatres with the following six top-tier brands: Cineplex Odeon, Coliseum, Colossus, Famous Players, Galaxy and SilverCity. Proudly Canadian, the units of Cineplex Galaxy Income Fund, which owns approximately 50.6% of Cineplex Entertainment LP, are traded on the Toronto Stock Exchange under the symbol CGX.UN. More information can be found at www.cineplex.com or at www.famousplayers.com.

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