



For Immediate Release

3D Movies Arrive at Famous Players Lambton 9 Cinemas

TORONTO, ON, March 2, 2010 (CGX.UN) – Cineplex Entertainment has changed the movie going experience at Famous Players Lambton 9 Cinemas forever. Sarnia residents can now experience the best in digital cinema including 3D movies, with the installation of a digital 3D projection system.

The theatre is equipped with a Canadian-made Christie Solaria 2K series projector. Digital cinema projectors deliver the most visually stunning, razor-sharp images that movie goers have ever seen. The system has been further enhanced with the addition of RealD 3D technology enabling this theatre to also present the latest 3D movies. RealD is the global leader in 3D, bringing the most advanced digital 3D experience to cinemas worldwide.

“Sarnia residents are going to love the bright, crystal clear images of digital presentations,” said Pat Marshall, Vice President Communications and Investor Relations, Cineplex Entertainment. “With the addition of RealD, audiences will now be able to enjoy an incredibly immersive 3D experience with the great line-up of 3D movies scheduled to be released this year.”

2010 3D releases include Disney’s *Alice in Wonderland* (March 5th) as well as Paramount’s *How to Train Your Dragon* (March 26th) and *Shrek Forever After* (May 21st) among a dozen or more others.

Famous Players Lambton 9 Cinemas is located at 1450 London Road in Sarnia, Ontario.

About Cineplex Entertainment

As the largest motion picture exhibitor in Canada, Cineplex Entertainment LP owns, leases or has a joint-venture interest in 130 theatres with 1,347 screens serving more than 70 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.

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For more information contact:

Georgia Sourtzis, Manager, Communications, Cineplex Entertainment, 416-323-6728,
georgia.sourtzis@cineplex.com

Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment, 416-323-6648,
pat.marshall@cineplex.com