



**FOR IMMEDIATE RELEASE**

**CINEPLEX ENTERTAINMENT ANNOUNCES  
NAMING RIGHTS AVAILABLE FOR  
FOUR PARAMOUNT THEATRES**

Toronto, ON, January 31, 2006. Cineplex Entertainment today announced that the four Paramount-branded theatres located in Vancouver, Calgary, Toronto and Montreal will be re-named and are available for long-term naming right sponsorship.

Ellis Jacob, President and CEO of Cineplex Entertainment, said “This is truly an extraordinary opportunity for a company to extend their brand awareness and positively position themselves with Cineplex, one of the most highly recognized brands in the country, as well as in the North American entertainment industry. These entertainment destinations host millions of people each year including one of the most highly sought after demographics – our country’s youth.”

These four theatres represent the ultimate in state-of-the-art technology and immersive movie-going environments, with all four theatre complexes conveniently located in the downtown cores of Canada’s biggest cities.

The first Paramount-branded theatre -- a modern palace of neon and glass -- opened in the heart of Toronto’s downtown club district in May of 1999 and instantly became the destination for urban movie-goers in the area.

Over the next six years, the Paramount Montreal, with its art deco theme, Paramount Calgary, featuring an Egyptian-inspired Temple design, and Paramount Vancouver, with décor inspired by the natural beauty of the West Coast, followed.

These theatres represent the pinnacle of modern urban cinemas, boasting wall-to-wall screens 40-60 feet wide, comfortable all-stadium seating, IMAX theatres, branded food outlets and some feature licensed lounges and private clubs for special events and parties.

The company that elects to sponsor these theatres will benefit from having their brand appear in daily print and online movie listings, exterior and interior signage at the

theatres, in on-screen digital pre-shows, in addition to other special promotional opportunities and in conversation – “Let’s meet at the ABC Cineplex theatre”.

The sponsorship agreement is being handled by Cineplex Media. All interested parties can get more information by contacting Cineplex Media President, Salah Bachir, at 416-539-8800 extension 222 or via email at [salah.bachir@cineplex.com](mailto:salah.bachir@cineplex.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. Headquartered in Toronto, Canada, the Partnership operates theatres with the following six top-tier brands: Cineplex Odeon, Coliseum, Colossus, Famous Players, Galaxy and SilverCity. Proudly Canadian, Cineplex Galaxy Income Fund, which owns approximately 50.6% of Cineplex Entertainment LP, is a public company traded on the Toronto Stock Exchange under Cineplex Galaxy Income Fund (symbol CGX.UN). More information can be found at [www.cineplex.com](http://www.cineplex.com) or at [www.famousplayers.com](http://www.famousplayers.com).

- 30 -

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