

SCENE Expands Partnership with Milestones Grill + Bar
SCENE Members Across Canada Can Now Redeem Points To Dine Out!

TORONTO, ON – January 28, 2011 – SCENE, the entertainment loyalty program from Cineplex Entertainment (TSX: CGX) and Scotiabank (TSX: BNS), has broadened their partnership with Cara Foods. The program’s partnership with Cara’s Milestones Grill + Bar restaurant chain, which has been effective in Ontario since March 2010, is now expanding to offer SCENE members in British Columbia and Alberta the opportunity to earn and redeem SCENE points while dining out.

By presenting their SCENE membership card at any one of 40 participating Milestones Grill + Bar locations across Canada, members can:

- Earn 50 SCENE points for every \$10 spent.
- Redeem 1,250 SCENE points for a \$10 discount on their Milestone’s bill.

In addition to expanding its partnership with the Milestones restaurant chain, SCENE is also now offering the ability for its members to redeem points for CARA Bon Appétit e-Gift cards. Members can visit scene.ca and redeem points online for e-Gift Cards in denominations of \$25, \$50 and \$100. Accepted at all CARA restaurants including Swiss Chalet, Montana’s, Kelsey’s, Harvey’s and Milestones Grill + Bar, this new reward opens up greater dining possibilities for SCENE members across Canada.

“At SCENE, we are continually looking for partnerships that bring exciting entertainment rewards and experiences to our members,” said Shawn Bloom, General Manager, SCENE. “Our partnership with Milestones in Ontario was extremely successful so it makes perfect sense to expand this benefit to SCENE members in British Columbia and Alberta. Plus, we’re very excited to offer Bon Appétit e-Gift cards as a new reward option for SCENE members. Dining rewards are something our member’s value and have told us they’re interested in, so we want them to know that we’re listening and responding!”

“Our guests recognize us as a place to celebrate life’s milestones - big and small, and we have become the destination for Wednesday Date Night in Canada. We know that dinner and a movie is a classic combination, so by inviting SCENE members to earn and redeem points at our restaurants, guests can have the opportunity to enhance their movie night with a visit to Milestones - it is a natural fit,” said Jeff Stipek, President of Milestones restaurants. “Ultimately we hope to share our passion for food with new guests, and offer even more reason for returning guests to celebrate their life’s milestones with us.”

Full details on how to earn and redeem points with SCENE at Milestones Grill + Bar locations across Canada are available at www.scene.ca/milestones.

About Cara

Cara Operations Limited (Cara) is Canada’s leading branded restaurant organization. The company is more than 125 years old and operates some of the most recognized brands in the country, including

Swiss Chalet Rotisserie & Grill[®], Harvey's[®], Milestones Grill and Bar[®], Montana's[®] and Kelsey's Neighbourhood Bar & Grill[®]. For more information visit www.cara.com.

About SCENE

SCENE[®], the entertainment rewards program launched by Scotiabank and Cineplex Entertainment, is free to join and offers members an immediate 10 per cent discount on concession purchases and enables members to earn and redeem points for music, movies, DVDs, movie downloads and concessions. Members can also accelerate their earning power with the SCENE[®] ScotiaCard[®] (debit card) and SCENE[®] VISA* card. Visit www.scene.ca find out more.

About Cineplex Entertainment

Cineplex Inc. ("Cineplex") is the largest motion picture exhibitor in Canada and owns, leases or has a joint-venture interest in 132 theatres with 1,366 screens serving approximately 70 million guests annually. Headquartered in Toronto, Canada, Cineplex operates theatres from British Columbia to Quebec and is the exclusive provider of UltraAVX™ and 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. Cineplex shares trade on the Toronto Stock Exchange (TSX) under the symbol "CGX". The Debentures are listed on the TSX under the symbol "CGX.DB". For more information, visit www.cineplex.com.

About Scotiabank

Scotiabank is one of North America's premier financial institutions and Canada's most international bank. With more than 70,000 employees, Scotiabank Group and its affiliates serve some 18.6 million customers in more than 50 countries around the world. Scotiabank offers a broad range of products and services including personal, commercial, corporate and investment banking. With assets above \$526 billion (as at October 31, 2010), Scotiabank trades on the Toronto (BNS) and New York Exchanges (BNS). For more information please visit www.scotiabank.com.

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