



For Immediate Release

**Cineplex Entertainment Announces New Theatre
in the Heart of Chilliwack, British Columbia**

New state-of-the-art entertainment centre includes
digital, 3D projection and more

TORONTO, ON, October 1, 2009 (CGX.UN) – Cineplex Entertainment is pleased to announce plans to develop the ultimate entertainment destination in the heart of Chilliwack, British Columbia. Located within the soon-to-be constructed Eagle Landing, the site is situated near the new Eagle Landing Parkway, north of the Trans Canada Highway.

The 31,000 square foot Galaxy Cinema will feature eight auditoriums with more than 1,600 seats and is scheduled to open in Fall 2010. All auditoriums will be equipped with digital DLP projection systems that will project large crystal clear images for every presentation. RealD 3D technology will also be installed for guests to enjoy a totally immersive 3D experience like no other. Each auditorium will also include all-stadium rocker seating with ample legroom, wall-to-wall, giant, curved screens and digital surround sound.

“We are thrilled to be opening the first state-of-the-art theatre in Chilliwack that will be unlike anything residents have ever seen,” said Pat Marshall, Vice President Communications and Investor Relations, Cineplex Entertainment. “Galaxy Cinemas Chilliwack will be the hottest spot in town offering guests a great escape, the latest movies and a wide variety of other entertainment offerings from live theatre and opera productions to championship sports games and concerts,” said Marshall.

“We are delighted, along with our partners, the Squiala First Nation, to build this wonderful Power Centre on Squiala First Nation land,” said Lawrence Rank, Chairman, Property Development Group. “We are equally excited to welcome Cineplex Entertainment. The new theatre will anchor Eagle Landing and will provide a wonderful entertainment destination for residents to enjoy.”

Concessions will include traditional movie fare such as popcorn, candy and soft drinks in addition to a variety of hot food from *Outtakes* and a *Yogen Fruz* frozen dessert bar.

About Cineplex Entertainment LP

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

servicing 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.

- 30 -

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