



## FOR IMMEDIATE RELEASE

### COMING SOON: SILVERCITY OAKVILLE CINEMAS!

*New state-of-the-art prototype theatre includes bowling, VIP auditoriums and more*

Oakville, ON (CGX.UN) July 18, 2007 – Cineplex Entertainment is pleased to announce that construction is well underway for the fall opening of the new SilverCity Oakville Cinemas. With a new urban design, the prototype theatre is a true entertainment complex like no other with four different experiences for guests of all ages to enjoy including nine state-of-the-art theatre auditoriums with an expansive lobby for traditional movie-going, three VIP auditoriums, six lanes of premium bowling for families and two licensed lounge areas for adults to enjoy their favourite sports game or just relax. At over 45,000 square feet, SilverCity Oakville Cinemas houses a total of 12-screens with more than 2,300 seats and is conveniently located at 3531 Wycroft Road, making Burloak and the QEW “THE” destination for out-of-home entertainment!

“SilverCity Oakville Cinemas represents a new era in out-of-home entertainment experiences with its combination of movies and exciting new amenities, making it an entertainment experience like no other,” said Pat Marshall, Vice President of Communications and Investor Relations at Cineplex Entertainment. “SilverCity Oakville Cinemas will set a new standard for theatres throughout North America.”

The first of its kind, SilverCity Oakville Cinemas will feature the following state-of-the-art amenities:

- *The Back Lot*<sup>™</sup> entertainment centre which includes:
  - a licensed lounge area
  - six lanes of premium bowling
  - a separated family entertainment centre featuring the latest interactive electronic video games as well as pool tables
- VIP experience including three VIP auditoriums with plush oversized leather seats, a licensed VIP lounge and dedicated theatre staff who will deliver food and drink orders directly to guest’s seats
- Nine state-of-the-art auditoriums
- All stadium seating, with each row 18” higher than the previous row and ample legroom
- Floor to ceiling, wall-to-wall, giant curved screens ranging in size up to 50 feet wide
- Dolby Digital Surround Sound for clear and dynamic sound

Guests will enjoy a tremendous variety of choice in the concession area - truly something to satisfy everyone's taste buds. Whether you prefer the traditional popcorn, candy and soft drinks or more elaborate offerings, the concessions will offer a wide range of options including *Chaqwa* specialty coffees and teas, hot foods from *Pizza Pizza* and *New York Fries* as well as a *Yogen Fruz* frozen dessert bar with a great

selection of no-fat and low-fat yogurts and premium ice creams. In our VIP lounge, guests can also enjoy specialty appetizers and desserts.

“Having an entertainment destination to enjoy in our community will be a welcome development,” said Mayor of Oakville Rob Burton.

**About Cineplex Entertainment LP:**

Headquartered in Toronto, Canada, Cineplex Entertainment LP owns, leases or has a joint-venture interest in 132 theatres with 1,329 screens serving approximately 60 million guests annually. Cineplex Entertainment LP is the largest motion picture exhibitor in Canada operating the following brands: Cineplex Odeon, Galaxy, Famous Players (including Coliseum, Colossus, SilverCity), Cinema City and Scotiabank Theatres. The units of Cineplex Galaxy Income Fund, which owns approximately 75.7% of Cineplex Entertainment LP, are traded on the Toronto Stock Exchange (symbol CGX.UN). For more information, visit us at [www.cineplex.com](http://www.cineplex.com).

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