



For Immediate Release

**SilverCity CrossIron Mills Cinemas & XSCAPE Entertainment Centre
Opens Wednesday, June 30th**

Movies, UltraAVX™, Digital Projection, 3D and more!

Toronto, ON (CGX.UN) – June 28, 2010 – Cineplex Entertainment is pleased to announce that the doors to its newest and one-of-a-kind theatre, SilverCity CrossIron Mills Cinemas & XSCAPE™ Entertainment Centre, will open on Wednesday, June 30, 2010. To celebrate the opening, every guest that visits the XSCAPE Entertainment Centre on opening day will receive a free \$10 Play Card.

Located in Zone 5 of the CrossIron Mills mall, the new seven-screen, 43,000 square foot entertainment destination offers a unique experience with many amenities. With all screens equipped with digital projection systems, guests will be treated to a visually enticing experience like no other. Three auditoriums are equipped with RealD 3D technology, where guests can enjoy a fully immersive 3D experience with the great line-up of 3D movies scheduled to be released throughout the year. The 15,000 square foot XSCAPE Entertainment Centre is packed with more than 80 of the latest video and interactive games including *Laser Maze* and a licensed lounge with savoury appetizers. Auditorium #1 features our newest entertainment experience, *UltraAVX* with a screen that is significantly larger on average than our traditional screens, a superb digital surround sound system utilizing the latest in Dolby digital sound technology, extra wide high back rocker seats and reserved seating.

“It is with great pride that we open our doors and welcome guests to our new SilverCity CrossIron Mills Cinemas & XSCAPE Entertainment Centre,” said Pat Marshall, Vice President Communications and Investor Relations, Cineplex Entertainment. “This theatre is truly one-of-a-kind with many unique amenities and the latest technology available under one roof for Rocky View area residents to enjoy. This is one of only two Cineplex Entertainment theatres in Canada that feature *UltraAVX* or XSCAPE Entertainment Centre and we are excited to bring these incredible entertainment experiences to Rocky View.”

For added ease and convenience, guests can buy tickets online at www.cineplex.com and use our *Print Skip Scan* service at no extra charge to *print* their ticket at home, *skip* the box office line and *scan* the ticket on their way into the theatre.

SilverCity CrossIron Mills Cinemas & XSCAPE Entertainment Centre will feature more than 1,300 all stadium rocker seats (each seat row will be approximately 18” higher than the previous row) with ample legroom; wall-to-wall, giant, curved screens and Digital Surround Sound. The concessions will include traditional movie fare such as popcorn, candy and soft drinks in addition to *Pizza 73*, *Outtakes Plus*, *TCBY* and *Far Coast* specialty coffees and teas.

Guests can visit www.cineplex.com for more information, showtimes and to purchase advance tickets.

About Cineplex Entertainment LP

As the largest motion picture exhibitor in Canada, Cineplex Entertainment LP owns, leases or has a joint-venture interest in 130 theatres with 1,346 screens serving approximately 70 million guests annually. Headquartered in Toronto, Canada, Cineplex Entertainment 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. The units of Cineplex Galaxy Income Fund, which owns approximately 99.7% 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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