



For Immediate Release

**Celebrate *Family Day* at the Newly Renovated
Cineplex Odeon Westhills Cinemas**
Free Movies, Free Popcorn, Face Painting and More

TORONTO, ON, February 4, 2010 (CGX.UN) – Cineplex Entertainment, in celebration of the newly renovated, state-of-the-art Cineplex Odeon Westhills Cinemas, is pleased to host *Family Day* festivities all day long on Monday, February 15th! Calgary area residents can enjoy free movies and specially priced concessions from 9:00 a.m. - 11:30 a.m. as well as a free small popcorn from noon to close.

"We thought *Family Day* would be the perfect occasion to celebrate the spectacular renovations we have made to our Westhills theatre and simultaneously say thank you to the Calgary community," said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment.

"We've spent more than \$3.5 million completely renovating this complex and it has been transformed with the addition of all stadium seating, digital and 3D projection systems, a brand new concession area and a reconfigured lobby to improve the moviegoing experience for our guests. We encourage area residents to join us for an entire day of fun and entertainment and experience this 'almost' new theatre for themselves."

The morning will feature a great selection of free movies as well as specially discounted concession items at the concession stand. Concession pricing will include \$2 for regular-size popcorn and \$2 for a regular-size fountain drink, with all concession proceeds donated to *Starlight Children's Foundation*. In addition, clowns and face painting will be available in the lobby for guests to enjoy!

In the afternoon and evening, guests will receive a free small popcorn with the purchase of a movie ticket as well as the opportunity to have their portraits drawn by a local caricature artist.

"It was a pleasure working with Cineplex Entertainment to create the 'new' Cineplex Odeon Westhills Cinemas for the community," said Rob Proud, Asset and Property Manager for Westhills Town Centre, Tonko Realty Advisors Ltd. "We encourage Calgary residents to come out and visit the theatre as well as the newly renovated Westhills Town Centre."

The newly renovated Cineplex Odeon Westhills Cinemas includes all-stadium seating in all 10 auditoriums, to ensure unobstructed views by every guest. Four

auditoriums have been equipped with digital DLP projection systems that project large crystal clear images and two auditoriums feature RealD 3D technology where guests can enjoy the great line-up of 3D movies scheduled to be released this year. In addition to an expanded concession offering and *Cinescape* games area, the theatre lobby also features a dynamic new digital signage program with LCD screens that completely transforms the look and feel of the space providing both information as well as entertainment for guests.

"We invite Calgary area residents to come out and experience the new theatre all while supporting a wonderful charity - the Starlight Children's Foundation," said Marshall.

The morning movie schedule includes:

Monsters vs. Aliens (in 3D)
Cloudy with a Chance of Meatballs
Where the Wild Things Are
Astroboy
The Twilight Saga: New Moon
Planet 51

All the movies offered in the morning from 9:00 a.m. – 11:30 a.m. are free of charge to guests and are based on seat availability on a first-come, first-serve basis.

The Starlight Children's Foundation helps seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities.

Cineplex Odeon Westhills Cinemas is located at 165 Stewart Green SW.

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 1,347 screens serving 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.

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