



**FOR IMMEDIATE RELEASE**

**CINEPLEX ENTERTAINMENT TO EXPLORE DIGITAL CINEMA  
WITH NATIONAL CINEMEDIA**

Toronto, ON (CGX.UN) and Denver, CO – August 31 2006 – Cineplex Entertainment, Canada’s largest motion picture exhibition company, and National CineMedia LLC (NCM), a venture of AMC Entertainment Inc., Cinemark USA, Inc. and Regal Entertainment Group, have entered into an exclusive agreement wherein Cineplex will be included in NCM’s digital cinema technology design and procurement initiative.

Currently, NCM is in the process of developing a digital cinema system design and acquisition program that will address the functional requirements of exhibitors and create efficiencies in the implementation of the system. Cineplex will enter into this association for the purpose of investigating implementation of digital cinema in its theatres across Canada.

“Cineplex Entertainment strives to provide an exceptional entertainment experience to our guests, and this arrangement is mutually beneficial for investigating the implementation of digital cinema in Canada,” said Ellis Jacob, President and Chief Executive Officer, Cineplex Entertainment. “We are looking forward to working with NCM and what the future will bring for digital cinema.”

“System interoperability will be the key to the successful implementation of digital cinema in North America,” said Tom Galley, chief operations and technology officer of National CineMedia. “As the largest exhibitor in Canada, Cineplex is a significant addition to NCM’s team as we work towards developing a system that meets the technical and operational needs of exhibitors and is interoperable across international borders.”

**About National CineMedia**

National CineMedia, LLC is a venture of AMC Entertainment Inc., Cinemark USA, Inc. and Regal Entertainment Group (NYSE: RGC), three of the world’s leading theatrical exhibition companies. The company develops pre feature entertainment; cinema and lobby advertising products; comprehensive meeting and event services; and alternative forms of entertainment content for distribution

across the approximately 13,000 screens operated by its owner theatre circuits and other theatre affiliates. Over 11,000 of these screens are part of NCM's Digital Content Network (DCN), one of the world's largest in-theatre digital distribution networks. The network provides content and advertising to 150 U.S. markets, including 49 of the top 50, reaching an estimated 525 million movie patrons annually. For additional information, please go to [www.ncm.com](http://www.ncm.com).

**About Cineplex Entertainment LP:**

Cineplex Entertainment LP owns, leases, or has a joint venture interest in 132 theatres with 1,301 screens and is the largest motion picture exhibitor in Canada. Headquartered in Toronto, Canada, the Partnership operates theatres with the following six top-tier brands: Cineplex Odeon, Galaxy and Famous Players (including Coliseum, Colossus and SilverCity). Proudly Canadian, the units of Cineplex Galaxy Income Fund, which owns approximately 58.8% of Cineplex Entertainment LP, are traded on the Toronto Stock Exchange under Cineplex Galaxy Income Fund (symbol CGX.UN). More information can be found at [cineplex.com](http://cineplex.com).

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