



FOR IMMEDIATE RELEASE

**CINEPLEX ENTERTAINMENT  
TO RAISE \$300,000+  
FOR CANADIAN BREAST CANCER FOUNDATION WITH  
5<sup>TH</sup> ANNUAL SPOTLIGHT ON THE CURE CAMPAIGN**

Toronto, ON (CGX.UN) September 26, 2006 – Cineplex Entertainment announced today the launch of its annual *Spotlight on the Cure* fundraising campaign. The five year-old, signature event has been tremendously successful in surpassing its funding target each year since its inception. This year, theatre employees aim to raise \$300,000 or more along with the generous support of theatre guests.

The 2006 *Spotlight on the Cure* campaign includes a number of elements that direct funds to the Canadian Breast Cancer Foundation. Each of Cineplex Entertainment's 132 nationwide theatres will sell "Message of Hope" buttons for \$2.00 each with 100% of the proceeds going directly to the Foundation. There are three different buttons available, each with its own message: *Give Hope*, *Give Courage*, or *Give Strength*. A portion of every ticket sold in each theatre during the month of October will also be directed to the Foundation. Finally, a specially-created *Spotlight on the Cure Combo Package* is available exclusively at Cineplex Entertainment theatres. The package includes a regular popcorn, regular fountain drink, *pink* M&M's chocolate candy and a three month subscription to any of the Style Group magazines (including: *Wish*, *Fashion* and *Fashion 18*).

"Cineplex Entertainment is extremely proud of the fundraising work we do in support of the Canadian Breast Cancer Foundation," said Pat Marshall, Vice President, Communications and Investor Relations. "Each year, we expand the program to offer more value-added promotions and interesting and fun ways for our guests to support the cause, and each year we set a new record for funds raised. This year is our most exciting year yet as we offer our guests the unique opportunity to see their name on our giant screens," said Marshall.

"*Put Your Star on the Big Screen*" is a new program element this year that enables theatre guests to put their name, or the name of someone they love, on the big screen. Guests can register on-line at [www.cineplex.com](http://www.cineplex.com) and for a minimum donation of \$5.00, will see their name appear during the month of November on Cineplex Entertainment's giant screens in communities across the country.

"Cineplex Entertainment is a tremendous champion of the breast cancer cause," said Mark Hierlihy, Director of Development, Canadian Breast Cancer Foundation, National

Office. "Through their enthusiastic, committed efforts, Cineplex Entertainment enables the Canadian Breast Cancer Foundation to contribute thousands of dollars a year to breast cancer research, education and awareness programs. The *Spotlight on the Cure* campaign helps Canadians do something about breast cancer just by going to the movies during the month of October."

**About Cineplex Entertainment LP:**

Cineplex Entertainment LP owns, leases, or has a joint venture interest in 132 theatres with 1,309 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 59.1% 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).

**About the Canadian Breast Cancer Foundation**

As the leading national volunteer-based organization dedicated to creating a future without breast cancer, the Canadian Breast Cancer Foundation works collaboratively to fund, support and advocate for relevant and innovative breast cancer research, meaningful education and awareness programs, early diagnosis and effective treatment, and a positive quality of life for those living with breast cancer. Founded in 1986, the Foundation has chapters in BC/Yukon, Prairies/NWT, Ontario and the Atlantic provinces. For more information about the Foundation, visit [www.cbcbf.org](http://www.cbcbf.org).

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For more information, please contact:

Pat Marshall  
Vice President Communications and Investor Relations  
Cineplex Entertainment  
416-323-6648  
[Pat.Marshall@cineplex.com](mailto:Pat.Marshall@cineplex.com)

Barb Bryson  
Manager, Media and Communications  
Canadian Breast Cancer Foundation, National Office  
Phone: 416-596-6773, ext. 400  
[bbryson@cbcf.org](mailto:bbryson@cbcf.org)