



FOR IMMEDIATE RELEASE

FAMOUS MAGAZINE EXPANDS TO ALL 128 CINEPLEX ENTERTAINMENT THEATRES ACROSS CANADA

Toronto, ON (CGX.UN) February 19, 2007 –Cineplex Entertainment is very pleased to announce the expansion of its Famous Magazine into all 128 Cineplex Entertainment theatres across Canada beginning with the March issue. Famous Québec will be the exclusive magazine in the Quebec theatres and Famous Magazine will be exclusive in all English Canada theatres and is also available in many theatres in Quebec.

“The arrival of Famous Magazines into all of our theatres marks the first time that all Cineplex Media advertising mediums will be available within every Cineplex Entertainment location across the country,” said Pat Marshall, Vice-President Communications and Investor Relations, Cineplex Entertainment. “Advertisers can now launch a comprehensive media campaign that includes magazine, web, in-theatre backlits and lobby monitors as well as on-screen full motion and pre-show advertising. Now all of our advertising vehicles are located in-house enabling us the opportunity to provide maximum flexibility and creativity to our advertisers.”

Launched in November 1999 as the in-theatre magazine for Famous Players, Famous Magazine is also available at Alliance Atlantis theatres and at select HMV locations. Famous Magazine circulation will expand to 650,000 with the March issue and has a current readership of 1.5 million readers per issue with projected readership beginning in March expected to exceed 2 million readers.

Launched in August 2002, Famous Québec reports on Quebec’s vital and growing film industry with circulation rising to 150,000 with the March issue, readership is expected to reach 285,000 readers per issue with the March publication based on PMB numbers.

Famous Magazine is an in-theatre publication for Cineplex Entertainment theatres. Published monthly, the slick glossy features exclusive interviews with Hollywood’s biggest stars. Some of the magazine’s recent cover stories have featured actors Scarlett Johansson, Hugh Grant, Renée Zellweger and Beyoncé Knowles. In addition to the inside scoop on current and upcoming movies, Famous features columns on music, videogames, fashion and home video.

Famous Québec is an in-theatre, French language publication for Cineplex Entertainment theatres and 32 independent theatres in *la belle province*. Published ten times a year, the slick glossy focuses on films coming out of Quebec’s booming movie industry. Quebec’s top entertainment celebrities, including Roy Dupuis, Karine Vanasse and Marc-Andre Grondin, have all been featured and graced the cover. The magazine also features columns on upcoming trends, fashion, music and home video.

About Cineplex Entertainment LP:

Headquartered in Toronto, Canada, Cineplex Entertainment LP owns, leases or has a joint venture in 128 theatres with 1,290 screens serving 60 million guests annually. Cineplex Entertainment LP is the largest motion picture exhibitor in Canada operating theatres with the following brands: Cineplex Odeon, Galaxy, Famous Players (including Coliseum, Colossus and SilverCity) and Scotiabank Theatre Toronto. The units of Cineplex Galaxy Income Fund, which owns approximately 59.7% of Cineplex Entertainment LP, are traded on the Toronto Stock Exchange (symbol CGX.UN). For more information, visit us at www.cineplex.com.

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