



**FOR IMMEDIATE RELEASE**

**Cineplex Entertainment Launches E-commerce Site  
The Cineplex Store is NOW OPEN at [www.cineplex.com](http://www.cineplex.com)**

Purchase your favourite DVDs online today

Toronto, ON (CGX.UN) – December 12, 2008 – Cineplex Entertainment is very pleased to announce the launch of the *Cineplex Store* at [www.cineplex.com](http://www.cineplex.com). Already the trusted name in Canadian movie entertainment, the Cineplex Store extends the in-theatre moviegoing experience to your home enabling you to purchase DVDs and Blu-ray discs online.

The new Cineplex Store boasts an inventory of tens of thousands of DVDs and Blu-ray discs including the latest releases, box office hits, TV series and all-time classics. From romance and comedy to adventure, horror and more, the Cineplex Store offers an extensive collection of movie and TV titles for customers to choose from and order online day or night.

“Cineplex.com is already a great success and one of the leading entertainment websites in Canada,” said Ellis Jacob, President and CEO, Cineplex Entertainment. “We have expanded the site beyond movie showtimes by adding exclusive entertainment and movie news, streaming video of the latest movie trailers, print-at-home ticketing, in addition to our recently launched social networking community -- *mycineplex*. The introduction of the Cineplex Store gives our guests another reason to visit our site and keep them coming back. The Cineplex Store is quick and easy to use and will allow guests to extend their moviegoing experience all at one trusted and convenient entertainment destination – [www.cineplex.com](http://www.cineplex.com),” said Jacob.

In the future, Cineplex Store customers will be able to purchase CDs, video games, Cineplex Entertainment gift cards and movie merchandise. Customers will also be able to pay for their online purchases with their gift card, check their card balance and earn SCENE points when shopping online plus much more.

Cineplex Entertainment worked with a number of technology partners to design and launch the Cineplex Store including Bell Web Solutions for design, systems integration and project management solutions. ATG (NASDAQ: ARTG), the top ranked e-commerce platform and optimization services provider, provided the software and e-commerce functionality solutions and Entertainment One, Canada’s largest distributor of DVDs, CDs, video games and accessories, provides fulfillment and distribution.

For a limited time, visitors to the Cineplex Store can enter to win one of 10 prize packs - each prize pack consists of a Blu-ray player and 11 Blu-ray movies. No purchase is necessary. For complete contest details and to enter, visit [www.cineplex.com](http://www.cineplex.com).

**About Cineplex Entertainment LP**

As the largest motion picture exhibitor in Canada, Cineplex Entertainment LP owns, leases or has a joint-venture interest in 131 theatres with 1,334 screens serving approximately 61 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 more than 8,000, the company operates the following top tier brands: Cineplex Odeon, Galaxy and Famous Players including Colossus, Coliseum and SilverCity, in addition to Cinema City and Scotiabank Theatres. The units of Cineplex Galaxy Income Fund, which owns approximately 76% of Cineplex Entertainment LP, are traded on the Toronto Stock Exchange (symbol CGX.UN). For more information, visit [www.cineplex.com](http://www.cineplex.com).

- 30 -

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