

Cineplex Entertainment

TSX: CGX.UN



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Famous Players 7 Cinemas in Vernon, BC Premieres Its New Name

TORONTO, ONTARIO--(Marketwire - Nov. 16, 2009) - Cineplex Entertainment (TSX:CGX.UN) is pleased to announce that our Famous Players 7 Cinemas in Vernon, BC, which has been undergoing a major transformation for the past several months is getting a new name: Galaxy Cinemas Vernon.

"Two of the seven existing sloped floor auditoriums have been converted to all-stadium seating to date with three more auditoriums scheduled to be completed in time for the holidays and changes are still to come to the box office and concession areas," said Pat Marshall, Vice President, Communications and Investor Relations. "Once completed, the theatre will feel brand new and a new theatre requires a new name so we are delighted to introduce Galaxy Cinemas Vernon to area residents and invite them to see it for themselves."

Once renovations are complete, all seven auditoriums will have been converted to all-stadium seating, where each seat row is 18" higher than the previous row, to ensure unobstructed views by every guest. In addition to a newly renovated box office, the theatre lobby will include a dynamic new digital signage program with LCD screens that will change the look and feel of the space and provide both information as well as entertainment. Two of the seven auditoriums will be equipped with digital DLP projection systems that will project large crystal clear images for every presentation. One auditorium will also feature RealD 3D technology where guests can enjoy a totally immersive 3D experience with the great line-up of 3D movies scheduled for 2010 and beyond.

"We are on track to complete all renovations by February 2010," said Marshall.

About Cineplex Entertainment

As the largest motion picture exhibitor in Canada, Cineplex Entertainment LP owns, leases or has a joint-venture interest in 130 theatres with 1,338 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.