



For Immediate Release

**CINEPLEX ENTERTAINMENT, INDIGO BOOKS AND MUSIC INC. AND
ROOTS CANADA COMBINE FORCES TO PRESENT AN EXCLUSIVE *SHOPPORTUNITY***

Toronto, Ontario, September 18, 2009 – Three iconic Canadian brands are joining forces to offer consumers an exciting opportunity to save more when they shop with them this fall. Cineplex Entertainment, Indigo Books & Music Inc. and Roots Canada are pleased to present a fantastic *Shoppportunity*. Beginning today in Alberta and British Columbia and across the country on Monday, September 21st customers who spend \$40 at any of these retailers, will receive a coupon booklet packed with savings worth up to \$45 in value.

The *Shoppportunity* booklet provides a:

- 2 for 1 Adult Admission coupon for Cineplex Entertainment theatres
- \$10 off a minimum \$40 purchase at Chapters/Indigo/Coles stores
- \$25 off a minimum \$100 purchase at Roots or Roots 73 outlets

“*Shoppportunity* brings together three great Canadian companies with an exciting offer that provides great value,” said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. “The *Shoppportunity* booklet is one of the ways we are saying ‘thank you’ to our customers for their continued support and providing them with even more value to enjoy the things they love – movies and shopping!”

“We take a lot of pride at Indigo in offering our customers an experience that delivers one stop shopping for books, gifts and kids products that are meaningful and affordable” said Deirdre Horgan, Executive Vice President, Marketing at Indigo Books & Music. “Our goal was to work with other iconic Canadian brands to bring Canadian consumers a never before seen opportunity to save on products and entertainment. We look forward to passing along great savings through *Shoppportunity* this fall.”

“We’re excited about the *Shoppportunity* initiative, especially partnering with two other iconic Canadian brands,” says Roots Co-Founder Michael Budman. “It’s a great way to show our appreciation for our customers during the fall period and to give them an added reason to feel good when they shop.”

This promotion ends on Saturday, October 31, 2009 or while quantities last. All customers also have a chance to enter to win a \$3,000 shopping spree online by visiting www.yourshoppportunity.ca.

About Cineplex Entertainment LP

As the largest motion picture exhibitor in Canada, Cineplex Entertainment LP owns, leases or has a joint-venture interest in 129 theatres with 1,328 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, 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.

About Indigo Books and Music Inc.

Indigo is a publicly traded Canadian company listed on the Toronto Stock Exchange (TSX:IDG). As the largest book retailer in the country, Indigo operates in all provinces under different banners including Indigo Books & Music; Indigo Books, Gifts, Kids; IndigoSpirit, Chapters, The World's Biggest Bookstore, and Coles. The online division, www.chapters.indigo.ca, features books, toys, music and DVDs, and hosts the award winning Indigo Online Community. In 2008, Indigo launched Pistachio, an eco-aware lifestyle store featuring stationery, gifts and home décor, and apothecary. Chapters and Indigo are rated as the number one and number two retailers in Canada by the Kubas Major Market Retail Report, and have occupied the list since 2000.

In 2004, Indigo founded the Indigo Love of Reading Foundation, a registered charity that provides new books and education materials to high-needs Canadian elementary schools, to address the literacy crisis in Canada. Visit loveofreading.org for more information.

To learn more about Indigo, please visit the About Our Company section of www.chapters.indigo.ca.

About Roots Canada

Founded in 1973, Roots is Canada's leading lifestyle brand known around the world for its quality leather goods, athletic apparel, accessories, natural fiber clothing and home furnishings. Roots has more than 120 stores in North America and 45 in Asia. The core values that have always governed Roots are based on a commitment to active, healthy living, respect for the environment, community support and a passion for Canada where it makes many of its products.

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