



IMAX and Wanda Cinema Line Sign Theatre Deal; Add More Digital Theatre Locations in China

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Exhibitor Adds Three New Locations, Now Has 14 IMAX Screens Scheduled to Open by 2012

SHANGHAI, China, Jun 14, 2010 (GlobeNewswire via COMTEX) --IMAX Corporation (Nasdaq:IMAX) (TSX:IMX) and Wanda Cinema Line Corporation, one of the fastest growing and most competitive cinema chains in China, today announced an agreement to expand their relationship with the installation of three additional IMAX systems in the cities of Quanzhou, Wuhan and Dalian. These theatres are in addition to the four IMAX locations the exhibitor already operates and the seven IMAX locations it currently has scheduled to open. The agreement brings the total number of IMAX(R) theatres to be operated by Wanda Cinema Line by the end of 2012 to 14. The People's Republic of China is IMAX Corporation's fastest-growing market, with more than 50 IMAX theatres scheduled to be operating in China by 2012.

Five of the 14 IMAX locations operated by Wanda Cinema Line are scheduled to be opened and available to consumers in time for the highly-anticipated release of Aftershock, the first Chinese film to be digitally re-mastered into the unparalleled image and sound quality of The IMAX Experience(R).

"Wanda Cinema Line is committed to bringing the first-class visual and audio experience to its audiences, which coincides naturally with the premium IMAX experience. We are happy to witness the growing number of people in China who choose to go to Wanda IMAX theatres," said Mr. Jerry Ye, General Manager of Wanda Cinema Line. "We also highly appreciate IMAX's efforts to attract more people to their movies and begin to transfer Chinese blockbuster films, such as the upcoming release of Aftershock, the first Chinese language film to be released in the IMAX format. We appreciate IMAX's significant efforts in China and look forward to opening more locations with IMAX in the months and years ahead."

Speaking from the Shanghai International Film Festival, IMAX's Chief Executive Officer Richard L. Gelfond commented, "Our momentum in China continues as we build on existing relationships with high profile exhibitors and enter the business of releasing local language IMAX releases. Wanda Cinema Line, one of the largest operators of IMAX theatres in Asia, is an outstanding theatre operator and an excellent partner. We're proud to be associated with such a high profile brand as we continue to accelerate our network growth in the region."

Added Mr. Gelfond, "The release of Aftershock is made possible by the growth in the IMAX theatre network in China, the consumer demand for The IMAX Experience and our ability to rapidly deploy theatres as a result of our digital projection technology. We are hopeful that Aftershock will be a springboard to additional in-language, in-market films."

IMAX's digital theatre system delivers The IMAX Experience and helps drive profitability for studios, exhibitors and IMAX theatres by eliminating the need for film prints, increasing program flexibility and ultimately increasing the number of movies shown on IMAX screens. The system can run both IMAX and IMAX(R)3D presentations.

About Wanda Cinema Line

Wanda Cinema Line Corporation is the fastest growing and most competitive cinema chain in China. Incorporated in 2005, the company is a subsidiary under the jurisdiction of Wanda Group. It is China's top cinema line operating 50 five-star cineplexes and 400 screens that produced RMB 833 Million box offices, accounting for 15% shares of box office in 2009. By 2010, Wanda Cinema Line will go into operation of 21 cinema cities, and with newly increased 200 screens, which makes the total number of cinema cities reach up to 71 and with screens up to 600, accounting for 18% shares of box office across the country. By 2012, more than 110 cinema cities will be opened for business, with screens up to 1,000 and RMB 3 billion of annual revenue.

About IMAX Corporation

IMAX Corporation is one of the world's leading entertainment technology companies, specializing in immersive motion picture technologies. The worldwide IMAX network is among the most important and successful theatrical distribution platforms for major event Hollywood films around the globe, with IMAX theatres delivering the world's best cinematic presentations using proprietary IMAX, IMAX 3D, and IMAX DMR(R) technology. IMAX DMR is the Company's groundbreaking digital re-mastering technology that allows it to digitally transform virtually any conventional motion picture into the unparalleled image and sound quality of The IMAX Experience. The IMAX brand is recognized throughout the world for extraordinary and immersive entertainment experiences for consumers. As of March 31, 2010, there were 438 IMAX theatres (316 commercial, 122 institutional) operating in 47 countries.

IMAX(R), IMAX(R) 3D, IMAX DMR(R), An IMAX 3D Experience(R) and The IMAX Experience(R) are trademarks of IMAX Corporation. More information about the Company can be found at www.imax.com. You may also connect with IMAX on Facebook (www.facebook.com/imax), Twitter (www.twitter.com/imaxnews) and YouTube (www.youtube.com/imaxmovies).

The IMAX Corporation logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=6469>

This press release contains forward looking statements that are based on management's assumptions and existing information and involve certain risks and uncertainties which could cause actual results to differ materially from future results expressed or implied by such forward looking statements. Important factors that could affect these statements include ongoing discussions with the SEC and OSC relating to their ongoing inquiries and the Company's accounting, the performance of films, the signing of theatre system agreements, the viability of new technologies, businesses and products, the timing of theatre system deliveries, the mix of theatre systems shipped, the timing of the recognition of revenues and expenses on film production and distribution agreements, risks arising from potential material weaknesses in internal control over financial reporting and fluctuations in foreign currency and in the large format, general commercial exhibition and out-of-home entertainment markets. These factors and other risks and uncertainties are discussed in the Company's most recent Annual Report on Form 10-K and most recent Quarterly Reports on Form 10-Q.

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