



Thor Hammers Into 214 IMAX(R) Theatres Domestically This Friday

May 2, 2011

IMAX(R) 3D Release of Thor Posts Strong Early Gross of \$2.3 Million on 70 Screens Overseas

LOS ANGELES, May 2, 2011 (GlobeNewswire via COMTEX) -- IMAX Corporation (NYSE:IMAX) (TSX:IMX), Paramount Pictures and Marvel Entertainment, LLC announced today that the epic Super Hero adventure Thor will be released in the immersive IMAX(R) 3D format domestically this Friday, May 6. The film will open on 214 IMAX screens, simultaneous with its North American wide release. Thor has grossed more than \$2.3 million since its international debut on 70 IMAX screens last week.

Thor: An IMAX 3D Experience has been digitally re-mastered into the image and sound quality of The IMAX Experience(R) with proprietary IMAX DMR(R) (Digital Re-mastering) technology for presentation in IMAX 3D. The crystal-clear images, coupled with IMAX's customized theatre geometry and powerful digital audio, create a unique immersive environment that will make audiences feel as if they are in the movie.

About Thor:

Marvel Studios expands its film universe with a new type of super hero: Thor. This epic adventure spans the Marvel Universe; from present day Earth to the realm of Asgard. At the center of the story is The Mighty Thor, a powerful but arrogant warrior whose reckless actions reignite an ancient war. Thor is cast down to Earth and forced to live among humans as punishment. Once here, Thor learns what it takes to be a true hero when the most dangerous villain of his world sends the darkest forces of Asgard to invade Earth. Directed by Kenneth Branagh and produced by Kevin Feige, with Alan Fine, Stan Lee, David Maisel, Patricia Whitcher and Louis D'Esposito serving as executive producers from a screenplay by Ashley Edward Miller & Zack Stentz and Don Payne and a story by J. Michael Straczynski and Mark Protosevich, this fantasy epic stars Australian actor Chris Hemsworth as the god of thunder, Natalie Portman as Jane Foster, a young woman who befriends Thor on Earth, Tom Hiddleston as Thor's evil brother Loki, with Rene Russo as Frigga, the wife of Odin, mother to Thor and Loki, and Anthony Hopkins as Odin, Thor's father and king of Asgard.

Expect to see agents of S.H.I.E.L.D., previously seen in the Iron Man movies, foreshadowing the coming of Marvel's The Avengers!

Thor has been rated PG-13 for sequences of intense sci-fi action and violence.

Thor: An IMAX 3D Experience is scheduled to play day-and-date at the following IMAX theatres beginning May 6th:

UNITED STATES

Alabama

Birmingham-- Rave Patton Creek 15 + IMAX

Huntsville-- Rave Valley Bend 18 + IMAX

Tuscaloosa-- Cobb Hollywood 16 Cinemas & IMAX

Alaska

Anchorage-- Regal Tikahtnu Stadium 16 & IMAX

Fairbanks -- Regal Goldstream Stadium 16 & IMAX

Arizona

Glendale -- AMC Westgate 20 with IMAX

Mesa -- Dickinson Gateway 12 IMAX Theatre

Phoenix -- AMC Deer Valley 30 with IMAX

Phoenix -- AMC Desert Ridge 18 with IMAX

Tucson-- AMC Foothills 15 with IMAX

Arkansas

Little Rock -- Dickinson Chenal 9 IMAX Theatre

California

Alhambra -- Regal Renaissance Stadium 14 & IMAX

Aliso Viejo -- Regal Aliso Viejo Stadium 20 & IMAX

Arcadia -- AMC Santa Anita 16 with IMAX

Brentwood -- Rave Brentwood 14 + IMAX

Burbank -- AMC Burbank 30 with IMAX

Camarillo -- Regal Camarillo Palace Stadium 12 & IMAX

Covina -- AMC Covina 30 with IMAX

Cupertino -- AMC Cupertino Square 16 with IMAX

Dublin-- Regal Hacienda Crossings Stadium 20 + IMAX

El Cajon -- Regal Parkway Plaza Stadium 18 & IMAX

El Dorado Hills -- Regal El Dorado Hills Stadium 14 & IMAX

Emeryville -- AMC Bay Street 16 with IMAX

Escondido -- Regal Escondido Stadium 16 & IMAX

Fairfield -- Regal Fairfield Stadium 16 & IMAX

Fresno-- Regal Fresno Stadium 21 + IMAX

Lancaster -- Cinemark 22 & IMAX

Long Beach -- Regal Long Beach Stadium 26 & IMAX

Los Angeles -- AMC Century City 15 with IMAX

National City -- AMC Plaza Bonita 14 with IMAX

Orange-- AMC 30 At The Block with IMAX

Riverside -- AMC Tyler Galleria 16 with IMAX

Rowland Heights-- AMC Puente Hills 20 with IMAX

San Diego-- AMC Mission Valley 20 with IMAX

San Diego -- AMC Palm Promenade 24 with IMAX

San Diego -- Regal Mira Mesa Stadium 18 & IMAX

San Jose -- AMC Eastridge Mall 15 with IMAX

Santa Clara -- AMC Mercado 20 with IMAX

Santa Clarita -- Regal Valencia Stadium 12 & IMAX

Simi Valley -- Regal Civic Center Stadium 16 & IMAX

South Gate -- Regal South Gate Stadium 20 & IMAX

Stockton -- Regal City Centre Stadium 16 & IMAX

Temecula -- Regal Temecula Stadium 15 & IMAX

Torrance -- AMC Del Amo 18 with IMAX

Woodland Hills -- AMC Promenade 16 with IMAX

Colorado

Colorado Springs -- Cinemark Carefree Circle 16 + IMAX

Denver -- Regal Colorado Center Stadium 8 & IMAX

Highlands Ranch -- AMC Highlands Ranch 24 & IMAX

Westminster -- AMC Orchard 12 with IMAX

Westminster -- AMC Westminster Promenade 24 with IMAX

Connecticut

Manchester -- Rave Buckland Hills 18 & IMAX

Milford -- Rave Connecticut Post 14 + IMAX

Plainville -- AMC Plainville 20 with IMAX

Florida

Altamonte Springs -- AMC Altamonte Mall 18 with IMAX

Aventura -- AMC Aventura 24 with IMAX

Brandon -- AMC The Regency 20 with IMAX

Destin -- Rave Destin Commons 14 + IMAX

Fort Myers -- Regal Gulf Coast Town Center Stadium 16 & IMAX

Jacksonville -- AMC Regency 24 with IMAX

Lakeland-- Cobb Lakeside 18 & IMAX

Merritt Island-- Cobb Merritt Square 16 & IMAX

Miami -- Cobb Dolphin Mall 24 & CineBistro IMAX

Oldsmar -- AMC Woodlands Square 20 with IMAX

Orange Park -- AMC Orange Park 24 with IMAX

Orlando -- AMC Universal Cineplex 20 with IMAX

Orlando -- Regal Waterford Lakes Stadium 20 & IMAX

Pensacola-- Rave Bayou 15 + IMAX

South Miami -- AMC Sunset Place 24 with IMAX

St. Augustine-- World Golf Village IMAX

St. Petersburg -- Muvico Baywalk 19 & IMAX

Sunrise -- Regal Sawgrass Stadium 23 & IMAX

Tallahassee -- AMC Tallahassee Mall 20 with IMAX

Tampa -- AMC Veterans 24 with IMAX

West Palm Beach -- Muvico Parisian 20 & IMAX

Georgia

Atlanta -- Regal Atlantic Station 16 & IMAX

Augusta -- Regal Augusta Exchange Stadium 20 & IMAX

Buford -- Regal Mall of Georgia Stadium 20 + IMAX

Lithonia -- AMC Stonecrest Mall 16 with IMAX

Morrow -- AMC Southlake Pavilion 24 with IMAX

Hawaii

Honolulu -- Regal Dole Cannery 18 & IMAX

Idaho

Boise -- Regal Boise Stadium 21 + IMAX

Illinois

Batavia-- Goodrich Randall 15 IMAX

Hodgkins -- AMC Quarry Cinemas 14 with IMAX

Lincolnshire-- Regal Lincolnshire Stadium 21 & IMAX

Lombard -- AMC Yorktown 17 with IMAX

Naperville-- AMC Showplace 16 Naperville with IMAX

Peoria-- Rave Grand Prairie 18 + IMAX

Schaumburg-- AMC Streets of Woodfield 20 with IMAX

Skokie -- AMC Showplace Village Crossing 18 with IMAX

South Barrington -- AMC Barrington 30 with IMAX

Woodridge-- Cinemark 16 + IMAX

Indiana

Evansville -- Showplace East 18 & IMAX

Fort Wayne-- Rave Jefferson Pointe 18 + IMAX

Indianapolis-- AMC Showplace 16 with IMAX

Noblesville -- Goodrich Hamilton 16 IMAX

Portage-- Goodrich Portage 16 IMAX

Iowa

Davenport-- Rave Davenport 18 + IMAX

Kansas

Leawood -- AMC Town Center 20 with IMAX

Olathe-- AMC Studio 30 KC with IMAX

Wichita-- 21st Street Warren IMAX

Kentucky

Louisville -- Rave Stonybrook 20 + IMAX

Newport -- AMC Newport Levee 20 with IMAX

Louisiana

Baton Rouge-- Rave Mall of Louisiana 15 + IMAX

Bossier City-- Regal Louisiana Boardwalk Stadium 14 & IMAX

Harahan -- AMC Elmwood Palace 20 with IMAX

Maine

Saco -- Cinemagic & IMAX in Saco

Maryland

Baltimore -- AMC Loews White Marsh 16 with IMAX

Columbia -- AMC Columbia 14 with IMAX

Silver Spring-- Regal Majestic Stadium 20 & IMAX

Massachusetts

Boston-- AMC Loews Boston Common 19 with IMAX

Danvers -- AMC Liberty Tree Mall 20 with IMAX

Methuen-- AMC Methuen 20 with IMAX

Randolph -- National Amusements Showcase Randolph 16 & IMAX

Michigan

Auburn Hills -- AMC Star Great Lakes 25 with IMAX

Grand Blanc -- NCG Trillium Cinema & IMAX

Grand Rapids-- Celebration! Grand Rapids North 17 + IMAX

Lansing-- Celebration! Lansing 19 & IMAX

Livonia-- AMC Livonia 20 with IMAX

Sterling Heights -- AMC Forum 30 with IMAX

Ypsilanti -- Rave Ann Arbor 20 & IMAX

Minnesota

Eden Prairie-- AMC Eden Prairie Mall 18 with IMAX

Edina-- AMC Southdale 16 with IMAX

Maple Grove-- AMC Arbor Lakes 16 with IMAX

Roseville -- AMC Rosedale 14 with IMAX

Missouri

Hazelwood -- Regal St. Louis Mills Stadium 18 & IMAX

Independence -- AMC Independence Commons 20 with IMAX

Kansas City -- AMC BarryWoods 24 with IMAX

Saint Louis -- Wehrenberg Ronnies 20 IMAX

Nebraska

Omaha-- AMC Oakview Plaza 24 with IMAX

Nevada

Henderson -- Regal Sunset Station Stadium 13 & IMAX

Las Vegas -- Brenden Palms 13 + IMAX

Las Vegas -- Regal Red Rock Stadium 16 & IMAX

North Las Vegas -- Regal Aliante Stadium 16 & IMAX

New Hampshire

Hooksett -- Cinemagic & IMAX in Hooksett

New Jersey

Cherry Hill -- AMC Loews Cherry Hill 24 with IMAX

Elizabeth-- AMC Jersey Gardens 20 with IMAX

Hamilton -- AMC Hamilton 24 with IMAX

New Brunswick -- AMC Loews New Brunswick 18 with IMAX

Paramus -- AMC Garden State 16 with IMAX

Rockaway -- AMC Rockaway 16 with IMAX

New York

Albany -- Regal Crossgates Mall 18 & IMAX

Brooklyn -- Regal Sheepshead Bay 14 & IMAX

Deer Park-- Regal Deer Park Stadium 16 & IMAX

New Rochelle-- Regal New Roc City Stadium 18 + IMAX

New York City -- AMC 34th Street 14 with IMAX

New York City-- AMC Empire 25 with IMAX

New York City -- AMC Kips Bay 15 with IMAX

Port Chester -- AMC Port Chester 14 with IMAX

Rochester-- Cinemark Tinseltown 16 + IMAX

Stony Brook -- AMC Stony Brook 17 with IMAX

Westbury -- Regal UA Westbury Theatre Stadium 12 & IMAX

White Plains -- National Amusements City Center 15 IMAX

Williamsville -- Regal Transit Center Stadium 18 & IMAX

North Carolina

Cary -- Regal Crossroads Stadium 20 & IMAX

Charlotte -- Regal Stonecrest At Piper Glen Stadium 22 & IMAX

Concord -- AMC Concord Mills 24 with IMAX

Durham -- Stone Southpoint 16 & IMAX*

Raleigh -- Wachovia IMAX Theatre at Marbles Kids Museum

Ohio

Beavercreek-- Rave The Greene 14 + IMAX

Columbus -- AMC Easton Town Center 30 with IMAX

Columbus -- AMC Lennox Town Center 24 with IMAX

Springdale -- National Amusements Springdale 18: Cinema de Lux IMAX

Westlake-- Regal Crocker Park Stadium 16 & IMAX

Oklahoma

Oklahoma City-- AMC Quail Springs 24 with IMAX

Tulsa-- AMC Southroads 20 with IMAX

Tulsa-- Cinemark 17 + IMAX

Oregon

Eugene -- Regal Valley River Center Stadium 15 & IMAX

Tigard -- Regal Bridgeport Village Stadium 18 & IMAX

Pennsylvania

Bensalem -- AMC Neshaminy 24 with IMAX

Center Valley-- Rave Promenade 16 + IMAX

Dickson City -- Great Escape Dickson City 14 IMAX

Homestead -- AMC Waterfront 22 with IMAX

King of Prussia -- Regal King of Prussia Stadium + IMAX

Lititz -- Penn Cinema IMAX

Philadelphia-- AMC Franklin Mills 14 with IMAX

Reading -- RC Reading Movies 11 & IMAX

Tarentum -- Cinemark Pittsburgh Mills Mall 17 + IMAX

South Carolina

Charleston -- Citadel Mall Stadium 16 with IMAX

Simpsonville -- Great Escape Simpsonville 14 IMAX

Tennessee

Chattanooga-- Rave East Ridge 18 + IMAX

Knoxville -- Regal Pinnacle Stadium Cinemas 17 & IMAX

Texas

Amarillo-- Regal Amarillo Star Stadium 14 & IMAX

Arlington-- AMC The Parks At Arlington 18 with IMAX

Corpus Christi-- Cinemark Century 16 & IMAX

Dallas -- AMC Northpark 15 with IMAX

Dallas -- Cinemark 17 + IMAX

Frisco -- AMC Stonebriar 24 with IMAX

Garland -- AMC Firewheel 18 with IMAX

Houston -- AMC Gulf Pointe 30 with IMAX

Mesquite -- AMC Mesquite 30 with IMAX

San Antonio -- Santikos Palladium 18 IMAX

Sugar Land -- AMC First Colony 24 with IMAX

Tomball -- Santikos Silverado 19 IMAX

Utah

Salt Lake City-- Megaplex Gateway 12 ATK IMAX Clark Planetarium

Sandy -- Megaplex 17 & IMAX at Jordan Commons

South Jordan-- Megaplex 20 & IMAX at The District

Virginia

Alexandria -- AMC Hoffman Center 22 with IMAX

Hampton -- AMC Hampton Towne Centre 24 with IMAX

Hampton -- VASC IMAX Theatre

Manassas -- Regal Manassas 14 & IMAX

McLean -- AMC Tysons Corner 16 with IMAX

Midlothian -- Regal Commonwealth 20 & IMAX

Virginia Beach -- AMC Lynnhaven 18 with IMAX

Woodbridge -- AMC Potomac Mills 18 with IMAX

Washington

Bellevue -- Lincoln Square Cinemas IMAX Theatre

Kent -- AMC Kent Station 14 with IMAX

Lacey -- Regal Martin Village Stadium 16 & IMAX

Lynnwood-- AMC Alderwood 16 with IMAX

Seattle -- Regal Thornton Place Stadium 14 & IMAX

Spokane-- AMC River Park Square 20 with IMAX

Tukwila -- AMC Southcenter 16 with IMAX

Wisconsin

Wauwatosa-- AMC Mayfair Mall 18 with IMAX

CANADA

Ontario

Kanata-- AMC Kanata 24 with IMAX

Mississauga-- AMC Courtney Park 16 with IMAX

Whitby-- AMC Whitby 24 with IMAX

INTERNATIONAL

Australia

Melbourne -- Highpoint Hoyts IMAX**

Perth -- Carousel Hoyts IMAX**

Sydney -- Entertainment Quarter Hoyts IMAX**

Austria

Graz -- Cineplexx Graz IMAX**

Vienna --Apollo Das Kino Vienna IMAX**

Brazil

Curitiba-- Dom Bosco IMAX Palladium Shopping Center**
Sao Paulo -- Espaço Unibanco Pompeia IMAX**
Bulgaria
Sofia -- Mtel IMAX**
Costa Rica
San Jose -- Nova Cinemas de Repretel IMAX Avenida Escazú**
Croatia
Zagreb - CineStar Arena IMAX Zagreb**
Czech Republic
Prague-- Cinema City Oskar IMAX Palace Flora**
France
Lyon-- Pathe Carre de Soie**
Paris-- Cinema Pathe Quai d'Ivry**
Paris-- Gaumont Disney Village**
Rouen-- Gaumont Rouen Grand Quevilly**
Toulouse-- Gaumont Toulouse Labège**
Germany
Bremen-- CinemaxX Bremen**
Guatemala
Guatemala City -- Circuito Alba IMAX Cines Pradera Concepción**
Hong Kong
Hong Kong-- UA iSQUARE IMAX Theatre**
Hong Kong-- UA MegaBox BEA IMAX Theatre**
Hungary
Budapest-- Cinema City Arena IMAX Hungary**
India
Mumbai -- Big Cinemas IMAX Theatre**
Kazakhstan
Astana -- Kino Park Keruen IMAX**
Kuwait
Kuwait-- Cinescape 360 IMAX**
Mexico
Guadalajara -- Cinepolis Galerías IMAX Theatre**
Juarez -- Cinepolis Las Misiones Cd. Juarez IMAX Theatre**
Mexico City -- Cinepolis Perisur IMAX Theatre**
Mexico City -- Cinepolis Universidad IMAX Theatre**

Monterrey -- Cinepolis Galerias Valle Oriente IMAX Theatre**

Toluca -- Cinepolis Galerias Metepec IMAX Theatre**

Netherlands

Amsterdam-- Pathe Arena Amsterdam IMAX**

Eindhoven-- Pathe Eindhoven IMAX**

Rotterdam-- Pathe Schouwburgplein Rotterdam IMAX**

Philippines

Cebu-- SM City Cebu Mall IMAX**

Manila -- San Miguel Coca-Cola IMAX Theatre**

Poland

Katowice -- Ornage IMAX Katowice**

Krakow -- Orange IMAX Krakow**

Lodz -- Orange IMAX Manufaktura**

Poznan -- Poznan IMAX**

Warsaw -- Orange IMAX Sadyba**

Qatar

Doha-- Villagio Shopping Mall IMAX**

Romania

Bucharest-- Cinema City IMAX Bucharest**

Russia

Moscow -- Coca-Cola IMAX Kinostar De Lux Khimki**

Moscow -- Coca-Cola IMAX KinoStar De Lux Teply Stan**

Moscow -- Coca-Cola IMAX Kinostar NY NY, Mega Belaya Dacha**

Moscow -- Karo October Cinema IMAX**

Novosibirsk -- Cinema Park Royal Park IMAX**

Perm -- Panorama Kristall IMAX**

Saratov-- Cinema Park Triumph Mall IMAX**

St. Petersburg-- Karo IMAX Baykonurskaya Mall**

St. Petersburg-- Coca-Cola IMAX Kinostar City IMAX**

St. Petersburg-- IMAX Formula Kino Galeria**

Ufa-- Cinema Park Iskra IMAX Theatre**

Voronezh-- Cinema Park The Galereya Chizhova IMAX**

Yekaterinburg -- Cinema Park Star Light IMAX**

Thailand

Bangkok -- Major Cineplex IMAX Pinklao**

Bangkok -- Major Cineplex Ratchayothin**

Ukraine

Kiev -- IMAX Theatre Kiev**

Lviv -- Planeta Kino IMAX**

Odessa -- Planeta Kino IMAX**

United Kingdom

Cardiff -- Odeon Cardiff Bay IMAX**

Gateshead -- Odeon Metrocentre IMAX**

Greenwich -- Odeon Greenwich IMAX**

Kingston Upon Thames -- Odeon Kingston IMAX**

Liverpool-- Odeon Liverpool ONE IMAX**

Norwich-- Odeon Norwich IMAX**

Renfrew -- Odeon Braehead IMAX**

Southampton -- Odeon Southampton IMAX**

Uxbridge -- Odeon Uxbridge IMAX**

Wimbledon-- Odeon Wimbledon IMAX**

Please check local listings or IMAX.com for final theatre listings, launch dates and showtimes.

**denotes already opened * denotes later launch

About Marvel Entertainment

Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of over 8,000 characters featured in a variety of media over seventy years. Marvel utilizes its character franchises in entertainment, licensing and publishing. For more information visit www.marvel.com. Super Hero(es) is a co-owned registered trademark. Super Hero(es) is a co-owned registered trademark.

About Paramount Pictures Corporation

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NYSE:VIA) (NYSE:VIA.B), a leading content company with prominent and respected film, television and digital entertainment brands. The company's labels include Paramount Pictures, Paramount Vantage, Paramount Classics, Insurge Pictures, MTV Films and Nickelodeon Movies. PPC operations also include Paramount Digital Entertainment, Paramount Famous Productions, Paramount Home Entertainment, Paramount Pictures International, Paramount Licensing Inc., Paramount Studio Group and Paramount Television & Digital Distribution.

About IMAX Corporation

IMAX Corporation is one of the world's leading entertainment and technology companies, specializing in the creation and delivery of premium, awe-inspiring entertainment experiences. With a growing suite of cutting-edge motion picture and sound technologies, and a globally recognized entertainment brand, IMAX is singularly situated at the convergence of the entertainment industry, innovation and the digital media world. The industry's top filmmakers and studios are utilizing IMAX theatres to connect with audiences in extraordinary ways, and as such, the IMAX network is among the most important and successful theatrical distribution platforms for major event films around the globe. The Company's new digital projection and sound systems - combined with a growing blockbuster film slate - are fueling the rapid expansion of the IMAX network in established markets such as North America, Western Europe, and Japan, as well as emerging markets such as China and Russia. IMAX theaters deliver the world's best cinematic presentations using proprietary IMAX(R), IMAX 3D(R), and IMAX DMR(R) (Digital Re-Mastering) technologies. IMAX DMR enables virtually any motion picture to be transformed into the unparalleled image and sound quality of The IMAX Experience(R).

IMAX is headquartered in New York, Toronto and Los Angeles, with offices in London, Tokyo and Shanghai. As of December 31, 2010, there were 518 IMAX theatres (396 commercial, 122 institutional) operating in 46 countries.

IMAX(R), IMAX(R) 3D, IMAX DMR(R), Experience It In IMAX(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/imax) 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, but are not limited to, general economic, market or business conditions, including the length and severity of the current economic downturn, the opportunities that may be presented to and pursued by the Company, the performance of IMAX DMR films, conditions in the in-home and out-of home entertainment industries, the signing of theatre system agreements, changes and developments in the commercial exhibition industry, the failure to convert theatre system backlog into revenue, new business initiatives, investments and operations in foreign jurisdictions, foreign currency fluctuations and the Company's prior restatements and the related litigation and investigation by the SEC and the ongoing inquiry by the OSC. 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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