



Walt Disney Studios to Release John Carter in IMAX(R) 3D in March 2012

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LOS ANGELES, Aug 8, 2011 (GlobeNewswire via COMTEX) -- IMAX Corporation (NYSE:IMAX) (TSX:IMX) and Walt Disney Studios Motion Pictures today announced that the action-adventure film John Carter, from Academy(R) Award-winning filmmaker Andrew Stanton, will be released to IMAX(R) theatres simultaneously with the film's worldwide release on March 9, 2012. John Carter is based on a classic novel by Edgar Rice Burroughs and stars Taylor Kitsch, Willem Dafoe and Lynn Collins.

John Carter, set on the mysterious and exotic planet of Barsoom (Mars), tells the story of war-weary former military captain John Carter. He is inexplicably transported to Mars where he becomes reluctantly embroiled in a conflict of epic proportions among the inhabitants of the planet, including Tars Tarkas, and the captivating Princess Dejah Thoris. In a world on the brink of collapse, Carter rediscovers his humanity when he realizes that the survival of Barsoom and its people rests in his hands.

"Audiences will immediately feel transported in the epic adventure of John Carter," said Dave Hollis, Executive Vice President, Theatrical Exhibition Sales and Distribution, Walt Disney Studios Motion Pictures. "Andrew Stanton has envisioned this vast landscape in a way that's not been seen before, and we're thrilled to be able to offer our viewers this film in the immersive IMAX 3D format."

"John Carter is a great addition to our 2012 film slate and is sure to resonate with our key demographic," said Greg Foster, Chairman and President, IMAX Filmed Entertainment. "We are pleased to work, once again, with the talented teams at Disney to bring audiences worldwide this groundbreaking film in IMAX 3D."

The IMAX release of John Carter will be digitally re-mastered into the image and sound quality of The IMAX Experience(R) with proprietary IMAX DMR(R) (Digital Re-mastering) technology. The crystal-clear images coupled with IMAX's customized theatre geometry and powerful digital audio create a unique environment that will make audiences feel as if they are in the movie.

About The Walt Disney Studios

For more than 85 years, The Walt Disney Studios has been the foundation on which The Walt Disney Company (NYSE:DIS) was built. Today, the Studio brings quality movies, music and stage plays to consumers throughout the world. Feature films are released under four banners: Walt Disney Pictures, which includes Walt Disney Animation Studios and Pixar Animation Studios; DisneyNature; Marvel; and Touchstone Pictures, which includes the distribution of live action films from DreamWorks Studios. Through the Home Entertainment division, innovative distribution methods provide access to creative content across multiple platforms. Original music and motion picture soundtracks are produced under Walt Disney Records and Hollywood Records, while Disney Theatrical Group produces and licenses live events, including Broadway theatrical productions, Disney on Ice and Disney LIVE!. For more information, please visit www.waltdisneystudios.com

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 June 30, 2011, there were 560 IMAX theatres (417 commercial multiplex, 25 commercial destination and 118 institutional) operating in 46 countries.

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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, competitive actions by other companies, the performance of IMAX DMR films, conditions in the in-home and out-of home entertainment industries, the signing of theatre system agreements, changes in law or regulations, conditions, 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 and any future international expansion, foreign currency fluctuations and the Company's prior restatements and the related litigation. 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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