



Paramount Pictures' 3-D Movie Transformers: Dark of the Moon Launches Back Into IMAX(R) Theatres for Extended Two-Week Run

August 23, 2011

Film Grosses \$1,095 Billion to Date

LOS ANGELES, Aug 23, 2011 (GlobeNewswire via COMTEX) -- IMAX Corporation (NYSE:IMAX) (TSX:IMX) and Paramount Pictures announced today that Transformers: Dark of the Moon, the third film in the blockbuster Transformers franchise, is returning to 246 IMAX(R) domestic locations for an extended two-week run from Friday, Aug. 26 through Thursday, Sept. 8. During those two weeks, the 3-D film will play simultaneously with other films in the IMAX network.

Since its launch on June 29, Transformers: Dark of the Moon has grossed \$1,095 billion globally, with \$59.6 million generated from IMAX theatres globally.

"The fans have spoken and we are excited to bring Transformers: Dark of the Moon back to IMAX theatres," said Greg Foster, IMAX Chairman and President of Filmed Entertainment. "The film has been a remarkable success and we are thrilled to offer fans in North America another chance to experience the latest chapter in this history making franchise."

Transformers: Dark of the Moon: 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 Transformers: Dark of the Moon

Shia LaBeouf returns as Sam Witwicky in Transformers: Dark of the Moon. When a mysterious event from Earth's past erupts into the present day it threatens to bring a war to Earth so big that the Transformers alone will not be able to save us.

Transformers: Dark of the Moon is the third film in the Transformers franchise and the first shot in 3D. It is directed by Michael Bay, written by Ehren Kruger and produced by Don Murphy & Tom DeSanto, Lorenzo di Bonaventura and Ian Bryce. The executive producers are Steven Spielberg, Michael Bay, Brian Goldner and Mark Vahradian. The film has been rated PG-13.

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

countries.

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

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This press release contains forward looking statements that are based on IMAX 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 IMAX, 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 IMAX's prior restatements and the related litigation. These factors and other risks and uncertainties are discussed in IMAX's most recent Annual Report on Form 10-K and most recent Quarterly Reports on Form 10-Q.

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