



Universal Pictures' Battleship Arrives in Select International IMAX® Theatres in April

April 3, 2012

LOS ANGELES, April 3, 2012 /PRNewswire/ -- IMAX Corporation (NYSE:IMAX; TSX:IMX) and Universal Pictures today announced that *Battleship* will be digitally re-mastered into the immersive IMAX® format and released in more than 100 select IMAX® theatres internationally, in countries including China and Russia, beginning on April 12. The epic-scale action-adventure is directed and produced by Peter Berg and stars Taylor Kitsch, Alexander Skarsgard, Rihanna, Brooklyn Decker, Asano Tadanobu and Liam Neeson.

(Logo: <http://photos.prnewswire.com/prnh/20111107/MM01969LOGO>)

"We're excited to partner with Universal Pictures to bring this Hasbro property to life in select international IMAX theatres," said Greg Foster, Chairman and President of IMAX Filmed Entertainment. "*Battleship's* powerful action and incredible visuals are a great fit for the IMAX format and will offer those IMAX fans an edge-of-your seat, mind-blowing experience they simply won't want to miss."

"With *Battleship*, IMAX audiences across the globe will feel like they are on these enormous ships with our international crew as they battle alien invaders," said Universal Pictures Chairman Adam Fogelson and Co-Chairman Donna Langley. "The scope and scale of this film is awe-inspiring, and we are excited to partner with IMAX to give moviegoers a one-of-a-kind experience at the theatre."

The IMAX release of *Battleship* will be digitally re-mastered into the image and sound quality of The IMAX Experience® with proprietary IMAX DMR® (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 *Battleship*

In summer 2012, the battle for Earth begins at sea.

Peter Berg (*Hancock*, *The Kingdom*, *Friday Night Lights*) directs and produces *Battleship*, an epic-scale action-adventure that unfolds across the seas, in the skies and over land as our planet fights for survival against a superior force.

Battleship stars Taylor Kitsch as Lieutenant Alex Hopper, a naval weapons officer assigned to USS *John Paul Jones*; Alexander Skarsgard as Hopper's older brother, Stone, Commanding Officer of USS *Sampson*; global music superstar Rihanna, making her motion-picture debut as Petty Officer Second Class Cora Raikes, Hopper's crewmate and a weapons specialist on USS *John Paul Jones*; Brooklyn Decker as Sam Shane, Hopper's fiancée and a physical therapist specializing in the rehabilitation of military combat veterans; Tadanobu Asano, as Captain Yugi Nagata, Commanding Officer of the Japanese destroyer *Myoko* and Hopper's archrival; and Liam Neeson as Hopper and Stone's superior (and Sam's father), Admiral Shane, Commander of the Pacific Fleet.

Inspired by Hasbro's classic naval-combat game, *Battleship* is produced by Brian Goldner and Bennett Schneir of Hasbro (the *Transformers* and *G.I. Joe* franchises), Scott Stuber (*Safe House*, *Couples Retreat*), Film 44's Sarah Aubrey (*The Kingdom*), along with Duncan Henderson (*Master and Commander: The Far Side of the World*, *The Perfect Storm*). The action-adventure is written by Jon Hoeber & Erich Hoeber (*Red*).

www.battleshipmovie.com

About Universal Pictures

Universal Pictures is a division of Universal Studios (www.universalstudios.com). Universal Studios is part of NBCUniversal. NBCUniversal is one of the world's leading media and entertainment companies in the development, production and marketing of entertainment, news and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group and world-renowned theme parks. Comcast Corporation owns a controlling 51% interest in NBCUniversal, with GE holding a 49% stake.

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 delivers the

world's best cinematic presentations using proprietary IMAX®, IMAX 3D®, and IMAX DMR® (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®.

IMAX is headquartered in New York, Toronto and Los Angeles, with offices in London, Tokyo, Shanghai and Beijing. As of December 31, 2011, there were 634 IMAX theatres (497 commercial multiplex, 20 commercial destination and 117 institutional) in 50 countries.

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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 performance of IMAX DMR films, the opportunities that may be presented to and pursued by IMAX, competitive actions by other companies, 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 respond to changes and advancements in digital technology, the failure to convert theatre system backlog into revenue, new business initiatives, investments and operations in foreign jurisdictions and any future international expansion, the inability to protect IMAX's intellectual property 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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