



Columbia Pictures' Men In Black™ 3 Posts Record Memorial Day Opening Weekend In IMAX® Theatres

May 30, 2012

Film Generates \$12.7 Million in IMAX theatres Globally

LOS ANGELES, May 30, 2012 /PRNewswire/ -- IMAX Corporation (NYSE: IMAX; TSX: IMX), and Columbia Pictures today announced that the action comedy *Men in Black™3* grossed \$12.7 million at the box office in 474 IMAX® theatres worldwide during its 4-day opening weekend beginning May 25. Domestically, the film grossed an estimated \$70 million, of which \$5.3 million was generated in 278 IMAX theatres. Internationally, the film grossed an estimated \$133.2 million overall, of which \$7.4 million was generated in 196 IMAX theatres. The film surpassed the previous Memorial Day Weekend global box office record set by *Pirates of the Caribbean: On Stranger Tides*.

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

"We were excited to see *Men in Black 3* set a new IMAX record for Memorial Day weekend," said IMAX CEO Richard L. Gelfond. "These solid results demonstrate that audiences around the world – particularly in key growth markets like China and Russia – will turn out in force to see the best in Hollywood entertainment in IMAX. We also believe that the combination of the first Men in Black film presented in IMAX with a special six-minute clip of the upcoming and highly anticipated film, *The Amazing Spider-Man™*, provided audiences a special experience that can't be missed."

The IMAX release of *Men in Black 3™* has been digitally re-mastered into the image and sound quality of An IMAX 3D 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 *Men in Black™*

In *Men in Black 3™*, Agents J (Will Smith) and K (Tommy Lee Jones) are back... in time. J has seen some inexplicable things in his 15 years with the Men in Black, but nothing, not even aliens, perplexes him as much as his wry, reticent partner. But when K's life and the fate of the planet are put at stake, Agent J will have to travel back in time to put things right. J discovers that there are secrets to the universe that K never told him – secrets that will reveal themselves as he teams up with the young Agent K (Josh Brolin) to save his partner, the agency and the future of humankind. Barry Sonnenfeld directs the film. The film's screenplay is written by Etan Cohen, based on the Malibu Comic by Lowell Cunningham. Walter F. Parkes and Laurie MacDonald produce, and Steven Spielberg and G. Mac Brown are the executive producers.

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 deliver 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 March 31, 2012, there were 643 IMAX theatres (510 commercial multiplex, 20 commercial destination and 113 institutional) in 52 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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