



DreamWorks Animation's Rise of the Guardians to Play Limited IMAX® Engagement on November 21, 2012

November 1, 2012

3D Animated Adventure Brings Childhood Heroes Together as Never Before in IMAX® 3D

LOS ANGELES, Nov. 1, 2012 /PRNewswire/ -- IMAX Corporation (NYSE: IMAX; TSX: IMX), and DreamWorks Animation SKG, Inc. (Nasdaq: DWA) today announced that the animated adventure *Rise of the Guardians* will be digitally re-mastered into the immersive IMAX® 3D format and released for a limited engagement in select IMAX® international and domestic theatres starting November 21, 2012.

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

DreamWorks Animation's *Rise of the Guardians* is an epic adventure that tells the story of Santa Claus, the Easter Bunny, the Tooth Fairy, the Sandman and Jack Frost – legendary heroes, each with extraordinary abilities. When an evil spirit known as Pitch threatens to take over the world, the immortal Guardians must join forces to protect the hopes, beliefs and imagination of all children on earth.

Rise of the Guardians is directed by Peter Ramsey and produced by Christina Steinberg and Nancy Bernstein. It features the voices of Chris Pine, Alec Baldwin, Hugh Jackman, Isla Fisher and Jude Law. It is inspired by the highly-acclaimed children's book series by William Joyce, who, together with Guillermo del Toro, serves as Executive Producer. The film will be distributed worldwide by Paramount Pictures Corporation.

The IMAX release of *Rise of the Guardians* will be digitally re-mastered into the image and sound quality of The 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.

www.riseoftheguardians.com

About IMAX Corporation

IMAX, an innovator in entertainment technology, combines proprietary software, architecture and equipment to create experiences that take you beyond the edge of your seat to a world you've never imagined. Top filmmakers and studios are utilizing IMAX theatres to connect with audiences in extraordinary ways, and, as such, IMAX's network is among the most important and successful theatrical distribution platforms for major event films around the globe.

IMAX is headquartered in New York, Toronto and Los Angeles, with offices in London, Tokyo, Shanghai and Beijing. As of Sept. 30, 2012, there were 689 IMAX theatres (556 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. These 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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