



Paramount Pictures' *Cirque Du Soleil: Worlds Away* Swings Into Imax® 3d Theatres In Japan Starting November 9

November 7, 2012

LOS ANGELES – Nov. 7, 2012 – IMAX Corporation (NYSE:IMAX; TSX:IMX) and Paramount Pictures, a division of Viacom (NASDAQ: VIA and VIAB), today announced that *Cirque du Soleil: Worlds Away* will be digitally re-mastered into the immersive IMAX® 3D format and released to 14 IMAX® digital theatres in Japan, starting November 9.

The IMAX 3D release of *Cirque du Soleil: Worlds Away* 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.

From the big top to the big screen, visionary filmmaker James Cameron and director Andrew Adamson (*Shrek*, *Narnia*) take audiences on an all new 3D adventure: *Cirque du Soleil: Worlds Away*. A young couple who is separated, must journey through the astonishing and dreamlike worlds of *Cirque du Soleil* to find each other, as audiences experience the immersive 3D technology that will allow them to leap, soar, swim and dance with the performers.

More information about *Cirque du Soleil: Worlds Away* can be found at <http://www.worldsaway3d.com>.

About Paramount Pictures Corporation

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NASDAQ: VIA, VIAB), a leading content company with prominent and respected film, television and digital entertainment brands. Paramount controls a collection of some of the most powerful brands in filmed entertainment, including Paramount Pictures, Paramount Animation, Paramount Vantage, Paramount Classics, Insurge Pictures, MTV Films, and Nickelodeon Movies. PPC operations also include Paramount Famous Productions, Paramount Home Media Distribution, Paramount Pictures International, Paramount Licensing Inc., and Paramount Studio Group.

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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