



Marvel's Thor: The Dark World™ Battles Its Way Into North American IMAX® 3D Theatres Starting Nov. 8

November 5, 2013

LOS ANGELES, Nov. 5, 2013 /PRNewswire/ -- IMAX Corporation (NYSE: IMAX; TSX: IMX) and Marvel Entertainment, a division of The Walt Disney Company (NYSE: DIS), today announced that Marvel's *Thor: The Dark World*, starring Chris Hemsworth, will be digitally re-mastered into the immersive IMAX® 3D format and released into IMAX® theatres across North America beginning Nov. 8.

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

Chris Hemsworth has previously played Thor, the god of Thunder, in two highly successful Marvel films: 2011's *Thor* and 2012's *Marvel's The Avengers*, which collectively grossed nearly \$2 billion at the global box office. In this latest adventure, Academy Award® winners Natalie Portman and Anthony Hopkins will also reprise their roles along with Tom Hiddleston, Stellan Skarsgard, Idris Elba, Kat Dennings, Ray Stevenson, Tadanobu Asano, Jaimie Alexander and Rene Russo. Alan Taylor (TV's *Game of Thrones*, *Mad Men*, *The Sopranos*) has directed from a story by Don Payne and Robert Rodat, and a screenplay by Christopher L. Yost and Christopher Markus & Stephen McFeely.

Thor: The Dark World opened in some international IMAX territories this past weekend, generating approximately \$5.3 million in 136 IMAX theatres. The film will also open in additional international IMAX territories, including China.

"Marvel's dynamic characters and action-driven stories always create excitement among moviegoers," said Greg Foster, CEO of IMAX Entertainment and Senior Executive Vice President, IMAX Corp. "We're very happy to continue our wonderful partnership with Marvel and Disney and present another installment of the iconic *Thor* series in the immersive IMAX 3D format."

The IMAX release of Marvel's *Thor: The Dark World* 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.

About *Thor: The Dark World*

Marvel's *Thor: The Dark World* continues the big-screen adventures of Thor, the Mighty Avenger, as he battles to save Earth and all the Nine Realms from a shadowy enemy that predates the universe itself. In the aftermath of Marvel's "Thor" and "Marvel's The Avengers," Thor fights to restore order across the cosmos...but an ancient race led by the vengeful Malekith returns to plunge the universe back into darkness. To defeat an enemy that even Odin and Asgard cannot withstand, Thor sets upon his most dangerous and personal journey yet, forced into an alliance with the treacherous Loki to save not only his people and those he loves...but our universe itself.

Starring Chris Hemsworth, Natalie Portman, Tom Hiddleston, Stellan Skarsgard, Idris Elba, Christopher Eccleston, Adewale Akinnuoye-Agbaje, Kat Dennings, Ray Stevenson, Zachary Levi, Tadanobu Asano and Jaimie Alexander with Rene Russo and Anthony Hopkins as Odin, Marvel's *Thor: The Dark World* is directed by Alan Taylor, produced by Kevin Feige, from a story by Don Payne and Robert Rodat and screenplay by Christopher L. Yost and Christopher Markus & Stephen McFeely and is based on Marvel's classic super hero Thor, who first appeared in the comic book *Journey Into Mystery* #83 in August, 1962.

Thor: The Dark World is presented by Marvel Studios. The executive producers are Louis D'Esposito, Victoria Alonso, Craig Kyle, Alan Fine, Nigel Gostelow and Stan Lee. The Film Releases November 8, 2013, and is distributed by Walt Disney Studios Motion Pictures.

For more information about *Thor: The Dark World*, please visit Marvel's official website at <http://marvel.com/thor>

About Marvel Entertainment

Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of over 8,000 characters featured in a variety of media over seventy years. Marvel utilizes its character franchises in entertainment, licensing and publishing. For more information visit marvel.com.

About The Walt Disney Studios

For more than 85 years, The Walt Disney Studios has been the foundation on which The Walt Disney Company (NYSE: DIS) was built. Today, the Studio brings quality movies, music and stage plays to consumers throughout the world. Feature films are released under four banners: Walt Disney Pictures, which includes Walt Disney Animation Studios and Pixar Animation Studios; DisneyNature; Marvel; and Touchstone Pictures, which includes the distribution of live action films from DreamWorks Studios. Through the Home Entertainment division, innovative distribution methods provide access to creative content across multiple

platforms. Original music and motion picture soundtracks are produced under Walt Disney Records and Hollywood Records, while Disney Theatrical Group produces and licenses live events, including Broadway theatrical productions, Disney on Ice and Disney LIVE!. For more information, please visit www.waltdisneystudios.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, 2013, there were 785 IMAX theatres (653 commercial multiplexes, 19 commercial destinations and 113 institutions) in 55 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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