



Gravity Crosses \$100 Million Milestone In IMAX® 3D Theatres Worldwide

February 7, 2014

Nominated for 10 Academy Awards®, Alfonso Cuarón's Acclaimed Drama Continues to Attract Moviegoers to the Format that Shines a Spotlight on the Masterpiece's Cinematic Beauty

LOS ANGELES, Feb. 7, 2014 /PRNewswire/ -- IMAX Corporation (NYSE: IMAX; TSX: IMX) and Warner Bros. Pictures, a division of Time Warner Inc. (NYSE: TWX), today announced that *Gravity*™ has passed the \$100 million global box office benchmark in 639 IMAX® 3D theatres worldwide since its initial release Thursday, Oct. 3, 2013. As of Feb. 5, 2014, the film had reached \$48.6 million in 330 IMAX 3D theatres domestically and \$51.5 million from 309 theatres internationally. *Gravity* represents the third IMAX Hollywood film to cross the \$100-million threshold, following *Avatar* in 2010 and *The Dark Knight Rises* in 2012.

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

Gravity continues to pull moviegoers in to IMAX theatres, with a Jan. 31, 2014, re-release into 330 IMAX 3D locations in North America and other international territories.

Filmmaker Alfonso Cuarón's internationally lauded drama, which stars Sandra Bullock and George Clooney, has been a hit with audiences and critics alike, closing in on the \$700 million mark at the global box office, while receiving 10 Academy Award® nominations, including Best Picture. Demand for the film -- which was also nominated for four Golden Globes, with Cuarón winning Best Director -- has been particularly high in IMAX 3D. Opening Oct. 4, *Gravity* was the highest-grossing IMAX release of 2013, both domestically and globally.

"We congratulate our longtime partners at Warner Bros., along with writer-director-producer Alfonso Cuarón, and producer David Heyman, for crafting a visually and emotionally stunning film that appeals to IMAX audiences around the world and has also garnered widespread acclaim," said Greg Foster, CEO of IMAX Entertainment and Senior Executive Vice President, IMAX Corp. "We continue to be thrilled by the strong, enduring appeal of *Gravity* and look forward to even more moviegoers discovering this spectacular film in IMAX 3D over the coming weeks."

The IMAX release of *Gravity* has been 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 make audiences feel as if they are in the movie.

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 September 30, 2013, there were 785 IMAX theatres (653 commercial multiplexes, 19 commercial destinations and 113 institutions) in 55 countries.

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About *Gravity*:

Academy Award® winners Sandra Bullock (*The Blind Side*) and George Clooney (*Syriana*) star in *Gravity*, a heart-pounding drama that pulls you into the infinite and unforgiving realm of deep space. The film was directed by Oscar® nominee Alfonso Cuarón (*Children of Men*). "Gravity" was written by Alfonso Cuarón & Jonás Cuarón, and produced by Alfonso Cuarón and David Heyman (the *Harry Potter* films). Chris deFaria, Nikki Penny and Stephen Jones served as executive producers. Warner Bros. Pictures Presents an Esperanto Filmoj/Heyday Films Production, an Alfonso Cuarón Film, *Gravity*, distributed worldwide by Warner Bros. Pictures, a Warner Bros. Entertainment company. This film has been rated PG-13 for intense perilous sequences, some disturbing images and brief strong language. gravitymovie.com

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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