



## IMAX® And Disney Expand Relationship With Multi-Picture Deal

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**Blockbuster Titles, Including Star Wars: Episode VII, Marvel's Captain America: The Winter Soldier and Marvel's Avengers: Age of Ultron, Will Come to Life in The IMAX Experience®**

LOS ANGELES, March 20, 2014 /PRNewswire/ -- IMAX Corporation (NYSE: IMAX; TSX: IMX) and The Walt Disney Studios, a division of The Walt Disney Company (NYSE: DIS), today announced an agreement to release several of Disney's upcoming films in IMAX® theatres under an extension of the companies' long-running relationship.



Under the agreement, IMAX will be part of Disney's release strategy for its most highly-anticipated live-action tentpole films, including Marvel's *Captain America: The Winter Soldier* (April 2014), *Maleficent* (May 2014), Marvel's *Guardians of the Galaxy* (August 2014), and Marvel's *Avengers: Age of Ultron* (May 2015), *Tomorrowland* (May 2015) and *Star Wars: Episode VII* (December 2015).

"Disney has enjoyed a terrific ongoing collaboration with IMAX, and we are thrilled to extend this relationship with a collection of exciting, highly anticipated cinematic events that are perfect for the immersive IMAX format," said Alan Bergman, President, The Walt Disney Studios.

"For the last several years, Disney and IMAX have worked together to deliver extraordinary cinematic experiences to audiences around the world," said IMAX CEO Richard L. Gelfond. "The combination of the great product being created by Disney and the overwhelming enthusiasm of moviegoers to see films in IMAX theatres makes this agreement really exciting."

"Disney's and Marvel's larger-than-life characters and dynamic universes clearly resonate with our core audiences," said Greg Foster, Senior Executive Vice President of IMAX Corp. and CEO of IMAX Entertainment. "We are delighted to build upon this longtime association and continue to collaborate to bring many of the most iconic and cutting-edge properties in the world to life in the most immersive way possible."

### 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](http://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 Dec. 31, 2013, there were 837 IMAX theatres (701 commercial multiplexes, 19 commercial destinations and 117 institutions) in 57 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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