



Nordic Cinema Group To Bring The First Commercial Multiplex IMAX® Theatre To Scandinavia

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Region's Top Exhibitor Selects IMAX as Anchor Attraction for Landmark Multiplex in Stockholm

CANNES, France, May 15, 2014 /PRNewswire/ -- IMAX Corporation (NYSE: IMAX; TSX: IMX) and Nordic Cinema Group, the number one cinema company in Scandinavia, today announced an agreement to install an IMAX® theatre at its new SF Bio multiplex in the Mall of Scandinavia in Stockholm, Sweden opening in the fall of 2015. The deal marks the Company's first IMAX commercial multiplex agreement in Scandinavia.



"We have witnessed the growth and popularity of IMAX in Europe and believe the time is right to make IMAX a key part of our business strategy. As such, IMAX will serve as the anchor attraction at our new flagship complex in the Mall of Scandinavia, which will be host to the region's biggest film premieres," said Jan Bernhardsson, President and CEO, Nordic Cinema Group. "IMAX's powerful line-up of blockbuster titles, in the world's most immersive format, will allow us to offer our guests a differentiated experience for which they're willing to pay a premium. We are delighted with today's partnership and look forward to bringing The IMAX Experience to more audiences across Scandinavia."

"England's Empire theatre in Leicester Square, the CineStar Sony Centre at Potsdamer Platz in Berlin and now the SF Bio Multiplex in Stockholm's Mall of Scandinavia shows that top exhibitors throughout Europe are leveraging IMAX as the premium entertainment option for their iconic locations," said Andrew Cripps, President, IMAX EMEA. "We are delighted to partner with Scandinavia's number one cinema chain to bring IMAX to a landmark site. This is an ideal scenario for our first commercial entry into Scandinavia and together with Nordic Cinema Group we look forward to expanding our network in this important growth market."

About Nordic Cinema Group

Nordic Cinema Group is among Europe's top five cinema operators with 590 screens and 27,1 million cinema visits in 2013. With well-known brands as SF Bio in Sweden, Finnkino in Finland, SF Kino in Norway and Forum Cinemas in the Baltics the market consist of 26,5 million people.

SF Bio in Sweden is the largest cinema chain in Scandinavia, located in Sweden's 22 major cities. For the last thirty years, SF Bio has built over 230 screens making the company the most modern cinema chain in Europe. The new multiplex in Mall of Scandinavia will consist of 15 screens with cutting-edge technology and also a VIP-compartment with exclusive seating, restaurant and bar.

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 March 31, 2014, there were 840 IMAX theatres (707 commercial multiplexes, 18 commercial destinations and 115 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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