



Universal Pictures' *Dracula Untold*™ To Be Released Into IMAX® Theatres Worldwide Starting Oct. 2

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LOS ANGELES, May 28, 2014 /PRNewswire/ -- IMAX Corporation (NYSE: IMAX; TSX: IMX) and Universal Pictures, a division of Comcast Corp. (NASDAQ: CMCSA), and Legendary Pictures today announced that *Dracula Untold*, the origin story of the man who became Dracula, starring Luke Evans (*Fast & Furious 6*, *Immortals*), will be digitally re-mastered into the immersive IMAX® format and released into IMAX® theatres internationally starting Oct. 2 and in North America beginning Oct. 17.



Gary Shore directs and Michael De Luca produces this epic action-adventure that co-stars Sarah Gadon, Dominic Cooper, Diarmaid Murtagh and Samantha Barks.

"*Dracula* is perhaps the most iconic horror story ever told, and this new twist on this classic tale is sure to appeal to IMAX audiences around the world," said Greg Foster, CEO of IMAX Entertainment and Senior Executive Vice President, IMAX Corp. "We're excited to have the opportunity to once again partner with the terrific team at Universal and our long time collaborators at Legendary as we present this exciting film in IMAX."

The IMAX release of *Dracula Untold* 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.

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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