



Game of Thrones® IMAX® Screenings Rescheduled One Week Later To Accommodate Unprecedented Fan Enthusiasm

January 14, 2015

Date Change Allows For Expanded Roll-out in IMAX® Theatres Domestically Beginning at 10 p.m. on Thursday, January 29

SANTA MONICA, Calif., Jan. 14, 2015 /PRNewswire/ -- Due to high levels of consumer demand, IMAX Corporation (NYSE:IMAX; TSX:IMX) and HBO today announced that the first-ever presentation of a television program in IMAX® theatres, featuring two episodes from season four of *Game of Thrones* followed by the worldwide debut of the series' season five sneak-peek preview created exclusively for IMAX, will now launch one week later on Thursday, January 29 beginning at 10 p.m. and extend through February 5. The date change allows for an expanded roll-out of screens to upwards of 200 IMAX theatres.



Tickets will officially go on sale on www.imax.com/gameofthrones starting Friday, January 16. To date, confirmed cities include Atlanta, Boston, Chicago, Dallas, Denver, Houston, Las Vegas, Los Angeles, Miami, Montreal, New York, San Antonio, Seattle, Toronto and Washington, D.C., to name a few. A full list of venues is available on the website and fans can check local listings in the coming days for more available IMAX locations.

The move from January 23, prompted by extraordinary consumer response that drove online mentions for IMAX to record heights, will allow for an expanded domestic roll-out from the originally planned 150 IMAX theatres. The episodes will be digitally re-mastered into the immersive IMAX® format and will be released for an exclusive one-week engagement.

Moreover, the first 300 IMAX ticket holders for the Thursday night opening show time at participating IMAX theatres will receive a commemorative *Game of Thrones* poster from well-known illustrator Robert Ball (www.beautifuldeath.com), who designed interpretive images of the most iconic deaths in each episode.

The IMAX® release of *Game of Thrones* 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.

Episode Synopses

Episode nine, "The Watchers on the Wall," takes place entirely at The Wall with the Night's Watch hopelessly outnumbered as they attempt to defend Castle Black from the Wildings and features one of the fiercest and most intense battle scenes ever filmed for television. Episode 10, the season finale entitled "The Children," features Dany coming to grips with the realities of ruling a kingdom, Bran learning the startling reality of his destiny and Tyrion facing the truth of his unfortunate situation. *Game of Thrones* is an epic series whose storylines of treachery and nobility, family and honor, ambition and love, and death and survival, have captured the imagination of fans globally and made it one of the most popular shows on television.

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, 2014, there were 880 IMAX theatres (751 commercial multiplexes, 19 commercial destinations and 110 institutions) in 60 countries.

IMAX®, IMAX® 3D, IMAX DMR®, Experience It In IMAX®, An IMAX 3D Experience®, The IMAX Experience® and IMAX Is Believing® are trademarks of IMAX Corporation. More information about the Company can be found at www.imax.com. You may also connect IMAX on Facebook (www.facebook.com/imax), Twitter (www.twitter.com/imax) and YouTube (www.youtube.com/imaxmovies).

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.

For additional information please contact:

Media:

IMAX Corporation - New York
Ann Sommerlath
212-821-0155
asommerlath@imax.com

Investors:

IMAX Corporation – New York
Teri Loxam
212-821-0110
tloxam@imax.com

HBO – New York

Janine McGoldrick
212-512-1753 phone /
janine.mcgoldrick@hbo.com

Business Media:

Sloane & Company – New York
Whit Clay
212-446-1864
wclay@sloanepr.com

Entertainment Media:

Principal Communications Group -

Los Angeles
Melissa Zukerman/Paul Pflug
323-658-1555
melissa@pcommgroup.com
paul@pcommgroup.com

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

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/game-of-thrones-imax-screenings-rescheduled-one-week-later-to-accommodate-unprecedented-fan-enthusiasm-300020527.html>

SOURCE IMAX Corporation