



## Sony Pictures Entertainment's Pixels To Be Released In Select IMAX® Theatres

July 9, 2015

### Domestic and International Dates Set to Begin Mid-July

LOS ANGELES, July 9, 2015 /PRNewswire/ -- IMAX Corporation (NYSE: IMAX) and Sony Pictures Entertainment announced today that *Pixels*, the action-comedy starring Adam Sandler, directed by Chris Columbus, and produced by Happy Madison Productions and 1492 Pictures, will be digitally re-mastered into the immersive IMAX® 3D format and released into select IMAX® theatres domestically on July 24. The film will also be released in select overseas IMAX® theatres in conjunction with their wide international release dates.



Along with Sandler, the film also stars Kevin James, Peter Dinklage, Josh Gad and Michelle Monaghan.

Commenting on the announcement, Rory Bruer, president, Worldwide Distribution for Sony Pictures, said, "*Pixels* is an extremely fun ride with dazzling special effects – which makes it a perfect match with IMAX. Moviegoers will love how exciting this 3D summer tentpole looks in the IMAX screens."

The IMAX® 3D release of *Pixels* 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.

For more information about *Pixels*, visit the film's official website at [www.sonypictures.com/movies/pixels](http://www.sonypictures.com/movies/pixels).

#### About *Pixels*:

As kids in the 1980s, Sam Brenner (Adam Sandler), Will Cooper (Kevin James), Ludlow Lamonsoff (Josh Gad), and Eddie "The Fire Blaster" Plant (Peter Dinklage) saved the world thousands of times – at 25 cents a game in the video arcades. Now, they're going to have to do it for real. In *Pixels*, when intergalactic aliens discover video feeds of classic arcade games and misinterpret them as a declaration of war, they attack the Earth, using the video games as the models for their assaults -- and now-U.S. President Cooper must call on his old-school arcade friends to save the world from being destroyed by PAC-MAN™, Donkey Kong™, Galaga™, Centipede® and Space Invaders™. Joining them is Lt. Col. Violet Van Patten (Michelle Monaghan), a specialist supplying the arcaders with unique weapons to fight the aliens.

*Pixels* is directed by Chris Columbus. The screenplay is by Tim Herlihy and Timothy Dowling, with a screen story by Herlihy, based on the short film by Patrick Jean. The film is produced by Adam Sandler, Chris Columbus, Mark Radcliffe and Allen Covert.

#### 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, 2015, there were 943 IMAX theatres (820 commercial multiplexes, 18 commercial destinations and 105 institutions) in 63 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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