



## Monster Hunt scores \$8.7 Million Record Opening Weekend At Chinese Box Office In IMAX® Theatres

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LOS ANGELES, July 20, 2015 /PRNewswire/ -- IMAX Corporation (NYSE: IMAX) today announced that *Monster Hunt*, the 3D fantasy adventure from director Raman Hui and producers William Kong, Chung Man Yee and Alan Yuen, earned \$8.7 million in its opening weekend in China on 216 IMAX screens, making it the largest-ever opening for a Chinese IMAX DMR® (Digitally Re-mastered) film. Additionally, *Monster Hunt* scored a record single-day gross for a Chinese film in IMAX, totaling \$2.7 million on Saturday.



*Monster Hunt*, from Edko Films, surpassed *The Monkey King*, which had the previous largest opening weekend for a Chinese film in IMAX.

"We congratulate our partners at Edko Films and William Kong for making such a satisfying and successful 3D adventure film," said Greg Foster, Senior Executive Vice President, IMAX Corp. and CEO of IMAX Entertainment. "We're thrilled to have been part of this record-setting launch and encouraged that Chinese moviegoers chose to see *Monster Hunt* in the most immersive way possible — in IMAX theatres."

Commenting on the release, Kong stated, "We are so proud to have *Monster Hunt* shown in IMAX theatres across China and for it to have achieved such an excellent result."

The IMAX® 3D release of *Monster Hunt* 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 China

IMAX China is a majority-owned subsidiary of IMAX Corporation, and is incorporated under the laws of Hong Kong. IMAX China was established by IMAX Corporation specifically to oversee the expansion of IMAX's business throughout Greater China.

### 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.*

For additional information please contact:

**Media:**  
IMAX Corporation - New York  
Ann Sommerlath  
[212-821-0155](tel:212-821-0155)  
[asommerlath@imax.com](mailto:asommerlath@imax.com)  
**Entertainment Media:**

**Principal Communications Group - Los Angeles**

Melissa Zukerman/Paul Pflug

[323-658-1555](tel:323-658-1555)

[melissa@pcommgroup.com](mailto:melissa@pcommgroup.com)

[paul@pcommgroup.com](mailto:paul@pcommgroup.com)

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