



AEON Entertainment Co. Ltd. Enters IMAX Business In Japan

April 7, 2016

IMAX Forges Partnership with One of Japan's Leading Exhibitor

SHANGHAI, April 7, 2016 /PRNewswire/ -- IMAX Corporation (NYSE: IMAX), and AEON Entertainment Co. Ltd., today announced an agreement for an IMAX® theatre to be located at the AEON Cinema multiplex at the AEON Mall Odaka in Nagoya, Japan. The deal marks IMAX's first agreement with AEON Entertainment – one of Japan's top exhibitors and subsidiary of AEON Group, the nation's largest retailer.



"IMAX not only delivers the world's best cinematic experience, it is also a globally-recognized premium brand that will serve as an anchor attraction at the AEON Cinema Odaka," said Mr. Kazuo Maki, President of AEON Entertainment Co. Ltd. "As we expand our exhibition business, we look forward to future collaborations with IMAX."

"We are excited to join forces with AEON Entertainment – a subsidiary of the AEON group - an influential player in Japan's entertainment and retail sector," said IMAX CEO Richard L. Gelfond. "We believe that today's agreement, which puts us in business with five of Japan's top six exhibitors, will help accelerate our network expansion in the third-largest box office market in the world."

About AEON Entertainment Co., Ltd.

AEON Entertainment was established on July 1, 2013 as a result of a merger between Warner Mycal Corporation and AEON Cinema Corp. The Company operates 83 theatres and 702 screens in its cinema complex chain nationwide.

Under the corporate philosophy of "Contribute to the development of a dream-inspiring future and a rich regional culture as an expert in creating impression," AEON Entertainment offers customers extraordinary and emotional experiences by providing a variety of video content and services as an entertainment platform beyond the bounds of an exhibitor.

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 Dec. 31, 2015, there were 1,061 IMAX theatres (943 commercial multiplexes, 19 commercial destinations and 99 institutions) in 67 countries. On Oct. 8, 2015, shares of IMAX China, a subsidiary of IMAX Corp., began trading on the Hong Kong Stock Exchange under the stock code "HK.1970."

IMAX®, IMAX® 3D, IMAX DMR®, Experience It In IMAX®, An IMAX 3D Experience®, The IMAX Experience®, IMAX Is Believing® and IMAX nXos® are trademarks of IMAX Corporation. More information about the Company can be found at www.imax.com. You may also connect with 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:	Investors:
IMAX Corporation, New York Ann Sommerlath 212-821-0155 asommerlath@imax.com	IMAX Corporation, New York Jessica Kourakos 212-821-0110 jkourakos@imax.com

Business Media:

Sloane & Company, New York

Whit Clay

212-446-1864

wclay@sloanep.com**Entertainment Media:**

Principal Communications Group, Los Angeles

Melissa Zuckerman/Paul Pflug

323-658-1555

melissa@pcommgroup.compaul@pcommgroup.comwww.imax.comPhoto - <http://photos.prnewswire.com/prnh/20111107/MM01969LOGO>To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/aeon-entertainment-co-ltd-enters-imax-business-in-japan-300247700.html>

SOURCE IMAX Corporation