



Warcraft Shatters IMAX Opening-day Box Office Records; Grosses \$5.32 Million, or RMB 35 Million on 290 IMAX® Screens Across China

June 8, 2016

Cultural phenomenon drives best-ever opening day and midnight show record for IMAX in China

SHANGHAI, June 8, 2016 /PRNewswire/ -- IMAX Corporation (NYSE: IMAX) and IMAX China (HKSE: 1970) today announced that *Warcraft*, released by Legendary Pictures, scored a record-setting opening day – including midnight shows – in 290 IMAX® theatres across China with box office of \$5.33 million, or RMB 35 million. The new all-time record surpassed the previous record-holder *Furious 7*'s RMB 31 million. In addition, *Warcraft* also breaks the IMAX midnight show (RMB 9.03 million) and presale (RMB 53.8 million) record in China, driven by its strong following.



Warcraft was adapted by Blizzard Entertainment's video game juggernaut and its release date in China is two days ahead of North America. Of the total for midnight grosses, Wanda's 151 IMAX screens accounted for RMB 4.7 million, or nearly half.

John Zeng, President and board director of Wanda Cinema Line Corporation said: "I'm thrilled to see what Wanda IMAX screens have achieved in presale and midnight show box office, which is the best example to show that the pairing of Wanda Cinema's premier theater environment and IMAX technologies has been strongly recognized by the Chinese moviegoers. And I believe it is only the start for *Warcraft*'s journey in China."

"*Warcraft* presents a spectacular world for moviegoers and IMAX is definitely the best way to experience the scenes. We are excited about this incredible opening across IMAX screens in China and look forward to the future partnership with IMAX to bring new record-setting films to the moviegoers," said Peter Loehr, Managing Director of Legendary East.

"*Warcraft* has become a true cultural phenomenon in China, and IMAX is pleased that the fans' passion and loyalty has translated into this record-setting opening day for IMAX," said Greg Foster, Senior Executive Vice President, IMAX Corp. and CEO of IMAX Entertainment. "Congratulations to Legendary, Wanda, Universal and all of our other partners involved in this film. We are proud that our collaboration has resulted not only in these fantastic numbers, but has launched a new cinematic franchise."

The IMAX® 3D release of *Warcraft* 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 Holding, Inc.

IMAX China (HKSE: 1970) is a leading cinematic technology provider, the exclusive licensee of the IMAX brand and technology and the sole commercial platform for the release of IMAX format films in Greater China. Standing for the highest quality and most immersive motion picture entertainment experience, the IMAX brand is one of the strongest entertainment brands in Greater China, having had a presence in the PRC for nearly 15 years. IMAX China is a subsidiary of IMAX Corporation, and is incorporated under the laws of Hong Kong. On October 8, 2015 shares of IMAX China began trading on the Hong Kong Stock Exchange under the stock code "HK.1970."

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 Mar. 31, 2016, there were 1,066 IMAX theatres (952 commercial multiplexes, 17 commercial destinations and 97 institutions) in 68 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."

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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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