



Arka Mediaworks' Highly Anticipated Epic Baahubali 2: The Conclusion to be Released in IMAX® Theatres in India and Select International Markets

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LOS ANGELES, March 16, 2017 /PRNewswire/ -- IMAX Corporation (NYSE: IMAX) today announced that Arka Mediaworks' much-anticipated fantasy film—*Baahubali 2: The Conclusion*—will be digitally re-mastered in the immersive IMAX format and released in IMAX® theatres in India, beginning April 28, to be followed by additional select international markets.



Directed by S.S. Rajamouli, *Baahubali 2: The Conclusion* is the thrilling continuation of the 2015 local box-office hit *Baahubali: The Beginning*, reuniting Rajamouli with star Prabhas, along with Rana Daggubati, Anushka Shetty and Tamannaah Bhatia.

"A major factor for the wide appeal of the *Baahubali* films is the scale and immersive nature with which we designed and filmed them. So it is very exciting that *Baahubali 2: The Conclusion* will be released in the IMAX format, which best showcases this and gives the viewer a great experience," said Rajamouli.

Baahubali 2: The Conclusion marks the third Indian local-language production to be released in IMAX, including the record-breaking 2013 local-language release *DHOOM:3*.

"With *Baahubali 2: The Conclusion*, we are excited to continue our commitment to playing local-language blockbusters in India by offering IMAX fans this thrilling finale to the epic and highly successful Indian franchise from Arka Mediaworks and director S.S. Rajamouli," said Greg Foster, CEO of IMAX Entertainment and Senior Executive Vice President, IMAX Corp. "The film is an ideal fit for The IMAX Experience® and to we're happy to respond to fan demand by offering *Baahubali 2* in the best possible format—in IMAX."

The long-awaited second part to *Baahubali: The Beginning*—one of the top-grossing Indian epic historical fantasy films of all time—*Baahubali 2: The Conclusion* picks up again with our hero Shivudu (Prabhas) as he comes to terms with his legacy and the responsibility placed on him by this knowledge. Shivudu's quest aims to find the answer to the question that's been plaguing fans of the franchise for years: Why did Kattappa kill Baahubali?

The IMAX release of *Baahubali 2: The Conclusion* 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 Arka Mediaworks

Arka Mediaworks, a Production House based out of Hyderabad, is a leading name in motion picture production, television programming and syndication and digital content distribution. Since its inception in 2001, Arka Mediaworks has produced several television shows across various languages and channels. It has produced numerous commercially successful and critically acclaimed Indian films.

Arka Mediaworks produced *Baahubali*, a two-film Indian epic and India's first tentpole franchise conceptualized and created by acclaimed director S.S. Rajamouli. As part of this franchise, Arka Mediaworks is also working on creating a state of the art Virtual Reality experience, novel, graphic novels and an animated series.

The first film—*Baahubali: The Beginning*—is the highest-grossing film in India and the third-highest grossing Indian film globally, winning the National Award for Best Feature Film in 2015. The second part—*Baahubali 2: The Conclusion*—is slated for an April 2017 release.

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, 2016, there were 1,215 IMAX theatres (1,107 commercial multiplexes, 16 commercial destinations and 92 institutions) in 75

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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