



IMAX Names JL Pomeroy Chief Marketing Officer

July 26, 2017

NEW YORK, July 26, 2017 /PRNewswire/ -- IMAX Corporation (NYSE: IMAX) today announced the appointment of JL Pomeroy as Chief Marketing Officer, effective July 11. Reporting to IMAX CEO Richard L. Gelfond, Pomeroy will lead the Company's global marketing efforts to ensure filmmakers, studios, exhibitors and moviegoers around the world embrace the power of The IMAX Experience®.



"IMAX is one of the world's most recognizable brands. As we continue to innovate and invest in new content and VR initiatives, our brand must evolve to reflect these new business priorities," said IMAX CEO, Richard L. Gelfond. "JL has a strong creative brand vision and a passion for content creation. Her success as an entrepreneur with a unique ability to ignite change will strengthen our brand and further cement IMAX as the global leader in immersive entertainment."

Pomeroy is a senior marketing executive with 25 years of international experience in the luxury, media, and entertainment sectors where she established a reputation as a brand builder and change agent. Prior to joining IMAX, Pomeroy founded JumpLine Group, a brand activation agency with offices in New York, Los Angeles, San Francisco and London where she served as CEO, creating innovative marketing campaigns and experiential activations to drive consumer engagement.

Pomeroy's passion for film has been evident throughout her career. She expanded JumpLine Group by creating a film and digital content division, BehindTheLine Productions. There she developed and produced "Live From New York!" a documentary about Saturday Night Live, which had its world premiere on opening night at the Tribeca Film Festival.

Prior to JumpLine Group, Pomeroy served as Publisher with Modern Luxury Media where she launched Front Desk Los Angeles, a high-end city magazine. Pomeroy also was the Vice President of Sales and Marketing, North America for Cartier where she grew brand awareness and market share for Cartier, Montblanc, and Alfred Dunhill.

"IMAX has been a trailblazer in entertainment technology for nearly 50 years," said Pomeroy. "The brand has long represented the ultimate movie-going experience, and is uniquely positioned to become the leader in immersive content. I am thrilled to be joining this incredible company at such a pivotal time as IMAX continues to shape the future of entertainment."

Pomeroy is a graduate of California State Polytechnic University, Pomona with a Bachelor of Science in Marketing. She currently lives in New York City.

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, Dublin, Tokyo, Shanghai and Beijing. As of June 30, 2017, there were 1,257 IMAX theaters (1,154 commercial multiplexes, 13 commercial destinations and 90 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."

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:

Business Media: IMAX Corporation – New York Ann Sommerlath 212-821-0155 asommerlath@imax.com	Investors: IMAX Corporation – New York Michael K. Mougias 212-821-0187 mmougias@imax.com
Sloane & Company – New York Whit Clay 212-446-1864 wclay@sloanepr.com	Entertainment Media: Principal Communications Group – Los Angeles Melissa Zukerman/Paul Pflug 323-658-1555 melissa@pcommgroup.com paul@pcommgroup.com



View original content with multimedia: <http://www.prnewswire.com/news-releases/imax-names-jl-pomeroy-chief-marketing-officer-300494845.html>

SOURCE IMAX Corporation