



## IMAX And Cosmic Picture To Release IMAX® Documentary *Superpower Dogs*™, Presented By Mars Petcare

March 12, 2018

**Latest Project from IMAX® Original Film Fund Documents the Inspiring Adventures of Heroic Dogs; To Debut Exclusively in IMAX® Theatres Starting Spring 2019**

SEATTLE, March 12, 2018 /PRNewswire/ -- Today at the GSCA 2018 Film Expo, IMAX Corporation (NYSE:IMAX), Cosmic Picture and Mars Petcare announced that the IMAX documentary family adventure, *Superpower Dogs*™, will be released in IMAX® theatres starting spring 2019. From the filmmakers behind the acclaimed documentaries *Jerusalem* and *Journey to Mecca*, *Superpower Dogs*™ takes audiences on an entertaining and educational journey about extraordinary dogs that fight crime and save lives. Captured using IMAX® cameras, the film is the next title to be released under the IMAX Original Film Fund.



*Superpower Dogs*™, from Writer/Director Daniel Ferguson and Producers Taran Davies, George Duffield and Dominic Cunningham-Reid, follows five real-life canine superheroes and their human partners as they brave earthquakes and avalanches, bring animal poachers to justice and protect humans from danger while lifting their spirits. Audiences will discover the amazing abilities of different breeds and the remarkable ways in which humans are harnessing their cognitive, sensory and intuitive superpowers.

"Cosmic Picture films have taken IMAX audiences on unforgettable adventures of discovery that have enlightened and educated moviegoers by showcasing vibrant cultures and the strength of human perseverance," said Greg Foster, CEO of IMAX Entertainment and Senior Executive Vice President, IMAX Corp. "These award-winning filmmakers now bring their talent and vision to a story that captures the heroic accomplishments of search and rescue, therapy and wildlife protection dogs in a way that has never been done before. We are delighted to be a part of *Superpower Dogs*, which will deepen our appreciation for these remarkable and loveable animals."

"Dogs have been saving and helping humans for tens of thousands of years, but many of their achievements and abilities are little known," said Taran Davies, CEO of Cosmic Picture. "We hope to deepen people's appreciation for these remarkable animals and to celebrate the profound bond between humans and dogs, the most successful inter-species partnership in history."

*Superpower Dogs*™ will be captured using IMAX cameras and 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 immersive environment that will make audiences feel as if they are in the movie.

In support of its institutional theatre network, the IMAX Original Film Fund finances large-format educational documentaries that push the boundaries of traditional filmmaking for a new generation of moviegoers. Launched in 2014, the \$50 million Fund co-financed 2017's *Voyage of Time* and upcoming giant screen documentaries *Pandas*, *Superpower Dogs*™, and *Asteroid Impact*.

Earlier this year, Mars Petcare, the world's leading pet nutrition and health care business, agreed to serve as the presenting sponsor of *Superpower Dogs*™. The company is currently developing a robust integration and marketing plan for the film that will be supported by several of its iconic brands.

"Mars Petcare is proud to be the presenting sponsor of *Superpower Dogs*. We believe that pets make our lives better and we're confident the film will illustrate the remarkable impact dogs have on our lives," said Poul Weihrauch, Global President of Mars Petcare.

### About Cosmic Picture

Cosmic Picture seeks to make the most compelling cinematic experiences possible and to change people's perception of the universe in unexpected ways. Past films include award-winning IMAX® and giant screen productions and transformative environmental documentaries with tremendous social impact. For more information on Cosmic Picture, visit [www.cosmicpicture.com](http://www.cosmicpicture.com).

### 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 additional offices in London, Dublin, Tokyo, and Shanghai. As of December 31, 2017, there were 1,370 IMAX theater systems (1,272 commercial multiplexes, 12 commercial destinations, 86 institutional) operating 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](http://www.imax.com). You may also connect with IMAX on Facebook ([www.facebook.com/imax](http://www.facebook.com/imax)), Twitter ([www.twitter.com/imax](http://www.twitter.com/imax)) and YouTube ([www.youtube.com/imaxmovies](http://www.youtube.com/imaxmovies)).

#### About Mars Petcare

Mars Petcare is the world's leading pet nutrition and health care business that strives to make A Better World for Pets every day. Mars Petcare believes that pets make our lives better and that pet ownership brings joy and benefits which should be accessible to everyone. Mars Petcare has a total of 41 brands in our portfolio, including billion dollar brands PEDIGREE®, WHISKAS®, ROYAL CANIN® and BANFIELD®. Other leading brands include: IAMS®, CESAR®, SHEBA®, NUTRO®, DREAMIES®, EUKANUBA®, BLUEPEARL® and PET PARTNERSTM. And the WALTHAM Centre for Pet Nutrition, a leading scientific authority on pet nutrition and well-being. Mars Petcare has more than 40,000 Associates worldwide. For more information, please visit <http://www.mars.com/global/brands/petcare>.

*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:

<b>Business Media:</b> <b>IMAX Corporation</b> — New York Adam Davis 212-821-0116 <a href="mailto:adavis@imax.com">adavis@imax.com</a>	<b>Investors:</b> <b>IMAX Corporation</b> – New York Michael K. Mougias 212-821-0187 <a href="mailto:mmougias@imax.com">mmougias@imax.com</a>
<b>Sloane &amp; Company</b> — New York Whit Clay 212-446-1864 <a href="mailto:wclay@sloanepr.com">wclay@sloanepr.com</a>	<b>Entertainment Media:</b> <b>Principal Communications Group</b> – Los Angeles Melissa Zukerman/Paul Pflug 323-658-1555 <a href="mailto:melissa@pcommgroup.com">melissa@pcommgroup.com</a> <a href="mailto:paul@pcommgroup.com">paul@pcommgroup.com</a>

View original content with multimedia: <http://www.prnewswire.com/news-releases/imax-and-cosmic-picture-to-release-imax-documentary-superpower-dogs-presented-by-mars-petcare-300612126.html>

SOURCE IMAX Corporation