



## Marvel Studios' Avengers: Endgame Nearly Doubles IMAX All-Time Worldwide Opening Box Office Record With \$91.5 Million

April 29, 2019

**Film Sets 50 New IMAX Territory Records Including China where It Surpassed Previous Opening Record by 65% with \$42.4 Million in IMAX**

LOS ANGELES, April 29, 2019 /PRNewswire/ -- IMAX Corporation (NYSE: IMAX) today announced that Marvel Studios' *Avengers: Endgame*, which marks the second Hollywood film to ever be shot entirely with IMAX® cameras, set a new IMAX all-time worldwide opening weekend record grossing approximately \$91.5 million, surpassing the previous record holder *Star Wars: The Force Awakens* by an astonishing 92%.



"The fact that tens of millions of people all over the world have already enjoyed *Avengers: Endgame* in just the first few days points to the growing phenomenon we're seeing among audiences, particularly younger generations, seeking out authentic and extraordinary shared experiences," said IMAX CEO Richard L. Gelfond. "Like the Marvel Cinematic Universe, our decade-long relationship with Marvel has only strengthened over time with each film creating a deeper connection between these beloved characters and IMAX audiences worldwide. *Endgame* was filmed entirely using IMAX cameras, which provides a fully immersive experience that 'eventicizes' the film in a way that no other presentation can."

"*Avengers: Endgame* not only set a historic IMAX record with the best opening weekend of all time, it nearly doubled it. We extend an enormous congratulations to the incredible team at Walt Disney Studios and Marvel Studios including our friends Joe and Anthony Russo and Kevin Feige and look forward to continuing our close collaboration through the next phase of the MCU," said President, IMAX Entertainment, Megan Colligan. "The unique nature of IMAX's end-to-end technology and our unrivaled global footprint makes IMAX the ideal partner for storytellers and artists who want to create these extraordinary can't-miss events that their fans love."

In China, IMAX set a new opening 5-day record with \$42.4 million, surpassing its previous record by 65% and already outperforming the entire IMAX China run of *Avengers: Infinity War*. In addition, IMAX set 50 new opening weekend territory records including France, Germany, Italy, Japan, India, Taiwan, Mexico, Brazil and Argentina. The film is scheduled to open in additional territories including Russia (April 29).

In North America, *Avengers: Endgame* grossed \$26.5 million in IMAX, surpassing the opening of *Avengers: Infinity War* by 14% and marking IMAX's second highest-grossing domestic opening weekend ever. IMAX reported hundreds of sell-out screenings across its domestic network with IMAX representing 21 of the film's top 25 North America engagements.

Directors Joe and Anthony Russo designed *Avengers: Endgame* for IMAX by capturing the entire film with IMAX cameras, marking the second Hollywood film in history to achieve this milestone, the first being *Avengers: Infinity War*. Exclusively in IMAX, the film expands vertically to show up to 26% more picture – providing audiences with even greater scope and breathtaking quality for a truly unparalleled experience.

### 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 March 31, 2019, there were 1,514 IMAX theater systems (1,420 commercial multiplexes, 14 commercial destinations, 80 institutional) operating in 81 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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