



IMAX and Daytona USA to Open IMAX(R) Theatre at NASCAR'S Premiere Venue

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Daytona Revs Up Unique Motorsports Attraction with IMAX(R) 3D Theatre

TORONTO, Feb 9, 2004 /PRNewswire-FirstCall via COMTEX/ -- IMAX Corporation (Nasdaq: IMAX; TSX: IMX) today announced it has signed an agreement with Daytona USA, the official attraction of NASCAR, to open a new IMAX 3D theatre alongside one of the world's most popular racetracks, Daytona International Speedway. The theatre, set to open in April 2004, will expose millions of race fans to The IMAX Experience(R) beginning with Warner Bros. Pictures first IMAX 3D film NASCAR 3D: The IMAX Experience.

"We are thrilled to partner with Daytona USA, one of America's most popular motorsports attractions," said Larry O'Reilly, Senior Vice President of Theatre Development and Film Distribution. "The IMAX Experience has been the anchor attraction for many popular destinations around the world, and we are proud to add Daytona USA to the IMAX family. The upcoming opening of this new Daytona IMAX theatre demonstrates that the Company's commercial strategy is taking hold as IMAX continues to expand throughout the U.S."

"After seeing initial footage of NASCAR 3D: The IMAX Experience, we knew that The IMAX Experience would be the best way for us to give millions of race fans a chance to feel like they are in the drivers seat," said DAYTONA USA General Manager Mike Manning. "We're excited to now offer Warner Bros. Pictures' NASCAR 3D: The IMAX Experience in addition to the many unique motorsports experiences that entertain our guests. The IMAX theatre is also capable of showing other IMAX and IMAX 3D films, as well as some of the best Hollywood event films in IMAX's format."

DAYTONA USA's 247-seat Pepsi IMAX Theater will be fully equipped with an IMAX theatre system including a giant screen and a 12,000 watt six channel digital surround sound system.

Narrated by Golden Globe Award-winning actor Kiefer Sutherland, NASCAR 3D: The IMAX Experience will feature rare behind-the-scenes glimpses of the sport as well as gripping action on the track. The film is scheduled to open on March 12, 2004.

About Daytona USA

Daytona USA is a one-of-kind interactive motorsports attraction, which features a variety of hands-on activities utilizing advanced technology. The Ultimate Motorsports Experience is a high-energy experience designed to appeal to everyone, regardless of his or her level of racing knowledge or enthusiasm and includes three different simulators, an award-winning movie and "A Pit Stop Challenge."

DAYTONA USA, the official motorsports attraction is open 9 a.m. to 7 p.m. and holds extended hours during race events. Call (386) 947-6800 for more information or visit www.DAYTONAUSA.com.

About IMAX Corporation

Founded in 1967, IMAX Corporation is one of the world's leading entertainment technology companies. IMAX's businesses include the creation and delivery of the world's best cinematic presentations using proprietary IMAX and IMAX 3D technology, and the development of the highest quality digital production and presentation. IMAX has developed revolutionary technology called IMAX(R) DMR(TM) (Digital Re-mastering) that makes it possible for any 35mm film to be transformed into the unparalleled image and sound quality of The IMAX Experience. The IMAX brand is recognized throughout the world for extraordinary and immersive family experiences. As of September 30 2003, there were more than 235 IMAX theatres operating in 36 countries.

IMAX(R), IMAX(R) 3D, IMAX(R)DMR(R), IMAX(R) MPX(TM) and The IMAX Experience(R) are trademarks of IMAX Corporation. More information on the Company can be found at www.imax.com.

SOURCE IMAX Corporation

Media:

Romi Schutzer of IMAX Corporation, New York
+1-212-821-0144

or
rschutzer@imax.com

or

Business Media:

Whit Clay of Sloane & Company, New York
+1-212-446-1864

or

wclay@sloanep.com

or

Entertainment Media: Al Newman of Newman & Company, Los Angeles

+1-818-784-2130

or

asn@newman-co.com

or

Analysts:

Jennifer Gery of IMAX Corporation, New York

+1-212-821-0144

or

jpgery@imax.com

or

Motorsports Media:

David Talley of Daytona International Speedway, Daytona

+1-386-947-6693

or

dtalley@daytonainternationalspeedway.com

Company News On-Call: <http://www.prnewswire.com/comp/103201.html>

<http://www.imax.com>