



## Harry Potter And The Goblet Of Fire Shatters IMAX Records With Magical Opening Weekend In IMAX(R) Theatres

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Warner Bros. Film Posts Biggest Three Day Opening and Highest Per-Screen Average for an IMAX Hollywood Simultaneous Release

NEW YORK, NY, Nov. 22 /PRNewswire-FirstCall/ - IMAX Corporation and Warner Bros. Pictures today announced that Harry Potter and the Goblet of Fire: The IMAX Experience opened to sellout crowds and shattered every record for an IMAX Hollywood simultaneous release. In its debut at 66 North American IMAX(R) theatres, the film posted the biggest three-day opening ever, beating the previous record by more than 30%, with an estimated \$2.93 million in grosses over the three-day period from Friday, November 18 to Sunday, November 20, for a per-screen average of more than \$44,000. Harry Potter and the Goblet of Fire: The IMAX Experience set the record for the highest per-screen average, highest opening day at \$1.06 million, and also set single-day box office records for Friday, Saturday and Sunday for an IMAX digitally re-mastered release.

The film also opened strongly in several key international territories, with IMAX theatres in the UK, Mexico, and Asia reporting numerous sold-out shows. The total box office grosses from the nine international IMAX theatres that opened the film this weekend are estimated to be \$276,000. The film is scheduled to launch in 17 more IMAX theatres, bringing the total worldwide theatre count to 92.

Harry Potter and the Goblet of Fire: The IMAX Experience is already showing signs of continued demand. IMAX theatres in markets across the U.S. are already reporting sold-out shows or strong advance sales into the second weekend, when the film will be sharing its screen-time with the re-release of the box office smash hit The Polar Express: An IMAX 3D Experience.

"We are tremendously pleased with the opening weekend results for Harry Potter and the Goblet of Fire in both IMAX and conventional theatres," said Dan Fellman, President of Domestic Distribution at Warner Bros. Pictures. "The unique experience that IMAX theatres offer moviegoers is generating incremental revenue for our event films, proven by this giant record-setting opening weekend and advance ticket sales at IMAX theatres. We look forward to continued success as we enter the holiday season."

"Warner Bros. Pictures has done a masterful job in turning a magical story into a captivating film, and executing a flawless marketing and distribution campaign, which has resulted in record-breaking grosses as well as advance ticket sales throughout the IMAX theatre network - providing an excellent indication of the box office legs of the movie," said IMAX Co-Chairmen and Co-CEOs Richard L. Gelfond and Bradley J. Wechsler. "Warner Bros. has consistently delivered fantastic films to the growing IMAX theatre network, and we're thrilled that our partnership is continuing to get more people out of their homes and back into theatres to experience the greatest movies in a truly unique and premium way in both 2D and IMAX(R) 3D."

Added Greg Foster, Chairman and President of IMAX Filmed Entertainment, "This is a stellar beginning to a very exciting holiday season in IMAX theatres. Our partners at Warner Bros. Pictures have once again delivered a terrific film adventure that lends itself perfectly to The IMAX Experience(R). We are delighted to see that new audiences, the tech-savvy demographic of 15-to-24-year old males, as well as enchanted Harry Potter fans, are returning to IMAX theatres in record numbers to experience Harry's latest magical adventure."

New North American multiplex-based IMAX theatres experienced sold out shows virtually all weekend and are already selling into the second weekend. Some highlights include:

- The Jordan Commons Megaplex 17 IMAX theatre in Salt Lake City, Utah, enjoyed its first simultaneous release, selling out virtually every show Friday through Sunday, including the midnight show on Thursday night. The recently opened theatre, owned by Larry H. Miller, the owner of the Utah Jazz, has also reported sold out shows into next week.
- In St. Louis, Missouri, the Wehrenberg Ronnie's 20 Cine multiplex launched its IMAX theatre with the film's release on Friday, and sold out every show Friday through Sunday, including the midnight show on Thursday night.

Harry Potter and the Goblet of Fire: The IMAX Experience will be joined by The Polar Express: An IMAX 3D Experience in IMAX theatres beginning Wednesday, November 23rd for an exclusive IMAX-only encore engagement.

### About IMAX Corporation

Founded in 1967, IMAX Corporation (NASDAQ: IMAX; TSX: IMAX) is the newest distribution platform for Hollywood content and one of the world's leading entertainment technology companies. IMAX delivers the world's best cinematic presentations using proprietary IMAX, IMAX(R) 3D, and IMAX DMR(R) technology. IMAX DMR (Digital Re-mastering) makes it possible for virtually 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 entertainment experiences. As of September 30, 2005, there were 261 IMAX theatres operating in more than 38 countries.

IMAX(R), IMAX(R) 3D, IMAX DMR(R), The IMAX Experience(R) and An IMAX 3D Experience are trademarks of IMAX Corporation. More information on the Company can be found at [www.imax.com](http://www.imax.com).

This press release contains forward looking statements that are based on 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. Important factors that could affect these statements include the timing of theatre system deliveries, the mix of theatre systems shipped, the timing of the recognition of revenues and expenses on film production and distribution agreements, the performance of films, the viability of new businesses and products, and fluctuations in foreign currency and in the large format and general commercial exhibition market. These factors and other risks and uncertainties are discussed in the Company's Annual Report on Form 10-K for the year ended December 31, 2004 and in the subsequent reports filed by the Company with the Securities and Exchange Commission.

SOURCE IMAX Corporation

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