



Superman Returns: An IMAX 3D Experience Grosses More than \$20 Million

July 26, 2006

Film Becomes Fastest Grossing Hollywood Release in IMAX History, Shows

Strong Legs Through Fourth Weekend in IMAX(R) Theatres

NEW YORK, NY, July 26 /PRNewswire-FirstCall/ - IMAX Corporation and Warner Bros. Pictures today announced that Superman Returns, which has grossed more than \$290 million worldwide to date, is showing strong legs in IMAX(R) theatres through its fourth weekend. The IMAX(R) 3D release earned approximately \$1.4 million on 77 North American IMAX screens and an estimated \$625,000 from 27 international IMAX screens between Friday, July 21 and Sunday July 23. To date, the film has earned \$20.7 million in IMAX theatres worldwide, becoming the fastest grossing digitally re-mastered IMAX release in the Company's history for an impressive worldwide per screen average of \$201,000.

The strong fourth weekend in North American IMAX theatres follows a record-breaking opening, when the film set numerous records for a Hollywood simultaneous release, including the biggest seven-day total and the highest seven-day per screen average. The continued box office success demonstrates the growing consumer enthusiasm for IMAX 3D and Hollywood films that have been digitally re-mastered into the unparalleled image and sound quality of The IMAX Experience(R).

"The box office results from the film's fourth weekend in IMAX theatres demonstrate the staying power of The IMAX Experience," said Dan Fellman, President of Domestic Distribution at Warner Bros. Pictures. "The IMAX release provides another layer of excitement surrounding the film, and we are confident that it will continue to contribute to the overall box office success of the film."

"The popularity of Hollywood event movies in both IMAX 2D and IMAX 3D is clearly growing and we are encouraged by the strong legs of Bryan Singer's Superman Returns: An IMAX 3D Experience," said Greg Foster, Chairman and President of IMAX Filmed Entertainment. "We expect these box office trends to continue, and we are confident that the film will break even more IMAX records."

"The IMAX 3D release of Superman Returns continues to generate outstanding results in our international territories," said Veronika Kwan-Rubinek, President of International Distribution, Warner Bros. Pictures. "We are pleased that audiences are responding to this film and taking advantage of the opportunity to experience it in this unique and immersive way. We look forward to continued success as the film opens in more international IMAX theatres during the weeks ahead."

The film is performing very well in several key international territories, with IMAX theatres reporting record performances and numerous sold-out shows.

IMAX and Warner Bros. Pictures will continue to offer the world's most immersive cinematic 3D experience this summer with the July 28 IMAX 3D release of The Ant Bully. In IMAX 3D theatres, moviegoers will feel as if they are actually IN the movie, with screens up to eight stories high and as much as 14,000 watts of un-compressed multi-channel digital surround sound.

About IMAX Corporation

Founded in 1967, IMAX Corporation is one of the world's leading entertainment technology companies and the newest distribution window for Hollywood films. IMAX delivers the world's best cinematic presentations using proprietary IMAX, IMAX 3D, and IMAX DMR 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 March 31, 2006, there were 266 IMAX theatres operating in 36 countries.

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

This press release contains forward looking statements that are based on management 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, 2005.

SOURCE IMAX Corporation

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