



IMAX announces appointment of Peter Eiff TO General Manager, Europe, Middle East and Africa (EMEA)

September 26, 2006

TORONTO, Sept. 26 /PRNewswire-FirstCall/ - IMAX Corporation (Nasdaq: IMAX; TSX: IMX) today announced the appointment of studio distribution executive, Peter Eiff, to General Manager - Europe, Middle East and Africa (EMEA). Initially based in Los Angeles, Mr. Eiff will relocate to Berlin, Germany, by the end of this year. Mr. Eiff will draw on his extensive film distribution background with Lucasfilm, Paramount, New Regency and Buena Vista International to help significantly accelerate the growth of IMAX as the preferred venue to enjoy Hollywood's biggest blockbusters throughout Europe, the Middle East and Africa. There are currently 54 IMAX(R) theatres open in EMEA, and 22 additional IMAX theatres are scheduled to be open in the region by 2008.

In his new role, Mr. Eiff will focus on generating new business opportunities for IMAX and IMAX's studio partners by growing the IMAX EMEA theatre network into a significant distribution channel for Hollywood event films. A key component of this effort will include driving sales of proprietary IMAX MPX(R) technology - theatre systems specifically designed to reduce the cost of entry into the IMAX theatre business for commercial multiplex exhibitors - and joint ventures with leading exhibitors throughout the region.

"Peter's thorough understanding of the importance and value of premium distribution channels for branded event films made him the perfect choice to take on this crucial role within IMAX" said Larry O' Reilly, IMAX's Executive Vice President of Theatre Development. "Of course, being a European native who has spent the last 14 years in Hollywood will be extremely helpful as well."

Peter joins IMAX from International Film Finance Services, a consulting firm he founded that helped production companies optimize their financing supply chains. Previously, Mr. Eiff was head of television sales and director of worldwide distribution at Lucasfilm Ltd. Prior to joining Lucasfilm, he held executive roles at Paramount, New Regency Productions and Buena Vista International in which he focused on international sales and distribution.

"Given his extensive background with film distribution and structuring financial agreements, Peter will be a valuable addition to the IMAX team," said IMAX Co-CEOs and Co-Chairmen Richard L. Gelfond and Bradley J. Wechsler. "The European market holds much growth potential as IMAX begins to seek more joint venture relationships with exhibitors, and Peter's skill set will be a great complement our efforts in the region."

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 June 30, 2006, there were 274 IMAX theatres operating in 38 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

CONTACT: Media: IMAX Corporation, New York, Sarah Gormley, (212) 821-0144, sgormley@imax.com; Entertainment Media: Newman & Company, Los Angeles, Al Newman, (310) 278-1560, asn@newman-co.com; Investors: Integrated Corporate Relations, Amanda Mullin, (203) 682-8243, amanda.mullin@icrinc.com; Business Media: Sloane & Company, New York, Whit Clay, (212) 446-1864, wclay@sloanep.com