



## Open Season: An IMAX 3D Experience hits the mark, grossing \$1.45 million in opening weekend

October 4, 2006

NEW YORK, NY, Oct. 4 /PRNewswire-FirstCall/ - IMAX Corporation and Sony Pictures Entertainment today announced that Sony Pictures Animation's Open Season, directed by Roger Allers (The Lion King), Jill Culton (Toy Story 2, Monsters Inc.), and co-director Anthony Stacchi (ANTZ), grossed impressive box office results at IMAX(R) theatres this past weekend, wowing moviegoers with an immersive IMAX(R) 3D adventure. The IMAX 3D version of the animated feature earned estimated grosses of \$1.45 million in 66 domestic IMAX theatres, delivering a per screen average of approximately \$22,000 over the three-day period from Friday, September 29 to Sunday, October 1.

Digitally converted into IMAX 3D and re-mastered into the unparalleled image and sound quality of The IMAX Experience(R) through IMAX DMR(R) (Digital Re-mastering) technology, Open Season was released in IMAX theatres simultaneously with the motion picture's premiere in conventional theaters on September 29, 2006.

"IMAX 3D gives moviegoers an opportunity to experience the first full-length animated motion picture from Sony Pictures Animation in a very special way," said Rory Bruer, President of Domestic Distribution Releasing. "This is a format that has proven especially successful with family features, and the IMAX theater network helps generate incremental revenue for event titles such as Open Season."

"The strong opening weekend performance of Open Season is a testament to a great film that is ideally suited for IMAX's format, and the outstanding job Sony Pictures Animation has done in promoting it," said IMAX Co-Chairmen and Co-CEOs Richard L. Gelfond and Bradley J. Wechsler. "We're thrilled to be a part of Sony Pictures Animation's first feature title. Our partnership has helped transform an already exciting film into an event, and draw large numbers of moviegoers to IMAX theatres this past weekend."

"Sony Pictures Animation has delivered a terrific film with Open Season - it looks fantastic in IMAX 3D, the story is compelling and the characters have great appeal," said Greg Foster, Chairman and President of IMAX Filmed Entertainment. "The increase in box office performance between Friday and Saturday represents the largest jump in IMAX DMR history, suggesting very strong word of mouth."

### About IMAX Corporation

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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](http://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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/CONTACT: Media: IMAX Corporation, Sarah Gormley, (212) 821-0155, [sgormley@imax.com](mailto:sgormley@imax.com); Business Media: Sloane & Company, New York, Whit Clay, (212) 446-1864, [wclay@sloanep.com](mailto:wclay@sloanep.com); Investors: Integrated Corporate Relations, Amanda Mullin, (203) 682-8243, [amanda.mullin@icrinc.com](mailto:amanda.mullin@icrinc.com); Sony Pictures Entertainment: Steve Elzer, Senior Vice President, Media Relations, (310) 244-7142, [steve\\_elzer@spe.sony.com](mailto:steve_elzer@spe.sony.com); Entertainment Media: Newman & Company, Al Newman, (310) 278-1560, [asn@newman-co.com](mailto:asn@newman-co.com)/

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CO: IMAX Corporation  
ST: Ontario, New York  
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