



## Deep Sea 3D: The IMAX Experience Grosses \$50 Million

September 5, 2007

Film's Box Office Continues to Climb as IMAX and Warner Bros. Pictures

Dive into Pre-Production on Sequel

LOS ANGELES, Sept. 5 /PRNewswire-FirstCall/ - IMAX Corporation and Warner Bros. Pictures today announced that the highly acclaimed IMAX hit motion picture adventure Deep Sea 3D continued its box office climb, surpassing \$50 million in total gross box office receipts since it premiered in March 2006. After 75 weeks in release, Deep Sea 3D has played in more than 120 IMAX(R) theatres worldwide and continues to draw audiences in both domestic and international markets, demonstrating the strong legs that original IMAX(R) 3D productions have become famous for throughout the exhibition industry.

Warner Bros. Pictures, IMAX and Deep Sea 3D's award-winning filmmaking team, which includes Howard Hall, Toni Myers, Graeme Ferguson and Michele Hall, are currently in pre-production on the film's sequel, scheduled for release to IMAX theatres in 2009.

"Part of what makes the original IMAX film business so unique is that a single film can generate impressive box office receipts for years, not just weeks," said Dan Fellman, President, Domestic Distribution, Warner Bros. Pictures. "We are delighted that Deep Sea 3D is continuing to capture the hearts of millions of moviegoers worldwide and we look forward to sharing the film's exciting sequel with them in 2009."

"Deep Sea 3D does what IMAX films do best - it transports people to places that most would never have a chance to go, and this type of unique experience keeps them returning to IMAX theatres year after year," said Greg Foster, Chairman and President of IMAX Filmed Entertainment. "Howard Hall, Toni Myers, Graeme Ferguson and Michele Hall clearly know what audiences want when they visit an IMAX theatre and we are very excited to have the same team behind the film's 2009 sequel. Today's milestone can be attributed to them, in addition to the growing consumer demand for The IMAX Experience(R) and the effective marketing from Warner Bros. Pictures."

Deep Sea 3D was shot by award-winning Director/Cinematographer Howard Hall, produced by Toni Myers, executive produced by Graeme Ferguson and Brad Ball, and co-produced by Michele Hall. The film offers audiences astonishing up-close encounters with some of the world's most exotic undersea creatures. Hall, Ferguson and Myers were part of the accomplished filmmaking team behind IMAX's first underwater 3D adventure, Into The Deep, which has grossed more than \$70 million since its 1991 release. Deep Sea 3D is co-narrated by Johnny Depp and Kate Winslet.

About IMAX Corporation

IMAX Corporation is one of the world's leading entertainment technology companies, specializing in digital and film-based motion picture technologies. The worldwide IMAX network is among the most important and successful theatrical distribution platforms for major event Hollywood films around the globe, with IMAX theatres delivering the world's best cinematic presentations using proprietary IMAX, IMAX 3D, and IMAX DMR(R) technology. IMAX DMR is the Company's groundbreaking digital remastering technology that allows it to digitally transform virtually any conventional motion picture into the unparalleled image and sound quality of The IMAX Experience. IMAX's renowned projectors display crystal-clear images on the world's biggest screens, and the IMAX brand is recognized throughout the world for extraordinary and immersive entertainment experiences for consumers. As of June 30, 2007, there were 290 IMAX theatres operating in 40 countries.

IMAX(R), IMAX(R) 3D, IMAX DMR(R), IMAX(R) MPX(R), and The IMAX 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'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 ongoing discussions with the SEC and OSC relating to their ongoing inquiries and the Company's financial reporting and accounting, 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, risks arising from potential material weaknesses in internal control over financial reporting 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, 2006, as well as the Company's Quarterly Report on Form 10-Q.

SOURCE IMAX Corporation

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/CONTACT: Media: IMAX Corporation, New York, Sarah Gormley, (212)

821-0155, sgormley@imax.com; Warner Bros. Pictures, Los Angeles, Andrea Marozas, (818) 954-4849, andrea.marozas@warnerbros.com; Business Media: Sloane & Company, New York, Whit Clay, (212) 446-1864, wclay@sloanepr.com; Investors: Integrated Corporate Relations, Amanda Mullin, (203) 682-8243, Amanda.Mullin@icrinc.com, Entertainment Media: Newman & Company, Los Angeles, Al Newman, (310) 278-1560, asn@newman-co.com/  
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