



Harry Potter And The Order Of The Phoenix: An IMAX 3D Experience Sets New Record

September 6, 2007

Film Crosses \$35 Million, Now Highest Grossing Live-Action Hollywood IMAX

Release

LOS ANGELES, Sept. 6 /PRNewswire-FirstCall/ - IMAX Corporation and Warner Bros. Pictures today announced that Harry Potter and the Order of the Phoenix, which has grossed more than \$906 million worldwide to date, continues to break IMAX box office records through its 7th week. The IMAX(R) 3D release, which has shattered multiple IMAX box office records, has now earned more than \$24 million on 91 IMAX screens domestically and more than \$11 million on 52 IMAX screens internationally. The worldwide IMAX total is now more than \$35 million with an impressive per screen average of \$243,000 making it the highest grossing live-action Hollywood IMAX release.

"This film has become a huge summer hit for the IMAX(R) theatre network and Harry Potter fans have demonstrated that they love to experience their favorite wizard in IMAX 3D," said Greg Foster, Chairman and President of IMAX Filmed Entertainment. "Many of our locations throughout the worldwide IMAX network have reported box office records, thanks to a terrific film from talented filmmakers, exceptional marketing from Warner Bros. Pictures and the strong appeal of Hollywood movies presented in a truly unique and powerful way."

IMAX Corporation used its proprietary 2D to 3D conversion technology to transform the film's finale into An IMAX 3D Experience(R), the most immersive cinematic 3D in the world. The film has also been digitally re-mastered into unparalleled image and sound quality of The IMAX Experience(R) with IMAX DMR(R) (Digital Re-mastering) technology.

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 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.

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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