



Michael Bay to shoot select scenes of Transformers: Revenge of the Fallen with IMAX(R) cameras

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LOS ANGELES, Sept. 30 /PRNewswire-FirstCall/ - IMAX Corporation (NASDAQ: IMAX; TSX: IMX), DreamWorks Pictures and Paramount Pictures today announced that director Michael Bay will shoot key sequences of Transformers: Revenge of the Fallen with IMAX(R) cameras. Bay will integrate the IMAX footage with state of the art CGI to create an unprecedented look and feel for the highly anticipated sequel to last year's box office hit, Transformers. As previously announced, Transformers: Revenge of the Fallen will be released to IMAX(R) theatres simultaneously with the movie's wide release on June 26, 2009.

The movie sequences shot in traditional 35mm will be digitally re-mastered into the unparalleled image and sound quality of The IMAX Experience(R) with IMAX DMR(R) (Digital Re-mastering) technology. The IMAX DMR scenes will appear in the traditional "letterbox" shape, while scenes shot with IMAX's cameras will expand vertically to fill the entire IMAX screen.

"The extraordinary level of detail and intensity captured by the IMAX camera creates many exciting possibilities for us with this film," said Michael Bay, the film's director. "IMAX's all-encompassing format will take this story to a new level, and I am once again very excited to share The IMAX Experience with Transformers fans around the world."

"The addition of another amazing title from DreamWorks and Paramount, combined with more groundbreaking use of IMAX technology by Hollywood's top filmmakers, are examples of how far we have come as a company and a distribution platform over the past several years," said IMAX Co-Chairmen and Co-CEOs Richard L. Gelfond and Bradley J. Wechsler. "The growth of the IMAX theatre network, fueled by the economical benefits of the new IMAX digital system, is driving interest from virtually all of the top studios, which is resulting in more IMAX movies for audiences to enjoy."

"Michael Bay's innovative use of IMAX cameras will create a spectacular cinematic adventure for moviegoers next summer," added Greg Foster, Chairman and President of IMAX Filmed Entertainment. "We're very excited to be integrated as a core part of the Transformers production, and with the skilled marketing and distribution teams at DreamWorks and Paramount, the timing is ideal given our expanding global audience and network footprint."

The IMAX release of this movie was previously mentioned in IMAX Corporation's second quarter results press release on August 7.

DreamWorks Pictures and Paramount Pictures Present In Association with Hasbro A di Bonaventura Pictures Production A Tom DeSanto/Don Murphy Production A Michael Bay Film "Transformers: Revenge of the Fallen" starring Shia LaBeouf, Megan Fox, Josh Duhamel, Tyrese Gibson, Kevin Dunn, Julie White, John Benjamin Hickey, Ramon Rodriguez, Isabel Lucas and John Turturro. The film is directed by Michael Bay from a screenplay by Ehren Kruger & Roberto Orci & Alex Kurtzman. The producers are Don Murphy & Tom DeSanto, Lorenzo di Bonaventura and Ian Bryce. The executive producers are Steven Spielberg, Michael Bay, Brian Goldner and Mark Vahradian. Based on Hasbro's Transformers(TM) Action Figures. This film has not yet been rated.

About IMAX Corporation

IMAX Corporation is one of the world's leading entertainment technology companies, specializing in immersive 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 movie presentations using proprietary IMAX, IMAX(R) 3D, and IMAX DMR technology. IMAX DMR is the Company's groundbreaking digital re-mastering 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, 2008, there were 302 IMAX theatres operating in 40 countries.

IMAX(R), IMAX(R) 3D, IMAX DMR-, IMAX- MPX-, 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 accounting, the performance of films, the signing of theatre system agreements, the viability of new technologies, businesses and products, 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, risks arising from potential material weaknesses in internal control over financial reporting and fluctuations in foreign currency and in the large format, general commercial exhibition and out-of-home entertainment markets. These factors and other risks and uncertainties are discussed in the Company's most recent Annual Report on Form 10-K and most recent Quarterly

Reports on Form 10-Q.

SOURCE IMAX Corporation