



## Warner Bros. Pictures and Paramount Pictures International's Watchmen: The IMAX Experience opens in IMAX(R) theatres March 6, 2009

March 4, 2009

### --Fan-base Buzz Drives Strong Advance Ticket Sales

LOS ANGELES, March 4, 2009 /PRNewswire-FirstCall via COMTEX/ -- Warner Bros. Pictures, Paramount Pictures International and IMAX Corporation (NASDAQ: IMAX; TSX: IMX) today announced that Watchmen, Zack Snyder's highly anticipated film based on the popular graphic novel will open in 124 IMAX(R) theatres domestically on March 6, 2009, simultaneously with the film's wide release. The film will also open in 29 IMAX theatres internationally on the same date. Strong advance ticket sales have already been reported and many IMAX theatres are selling out shows through the opening weekend.

Watchmen: The IMAX Experience has been digitally re-mastered into the unparalleled image and sound quality of The IMAX Experience(R) with proprietary IMAX DMR(R) (Digital Re-mastering) technology. This is Zack Snyder's second IMAX release, following Warner Bros. Pictures' 2007 blockbuster 300, which broke multiple IMAX box office records during its run.

"The riveting action and stunning special effects in Watchmen look and sound incredible in IMAX," said Dan Fellman, President of Domestic Distribution at Warner Bros. Pictures.

Andrew Cripps, President of Paramount Pictures International added, "The IMAX Experience adds an extra level of excitement to an already thrilling movie, allowing moviegoers to make their Watchmen outing a true event."

Many IMAX theatres are reporting very strong advance ticket sales, demonstrating the huge enthusiasm surrounding the movie:

- Advance IMAX ticket sales are approaching \$2 million with 2 days still to go
- More than 100 IMAX shows already sold out
- All 124 domestic IMAX theatres have added midnight screenings
- Several domestic IMAX theatres are adding 3am shows to meet the demand
- Chicago's Navy Pier IMAX theatre has sold out nearly every show for the weekend, with tickets already sold for 3am and 7am shows.
- IMAX.com is experiencing increased traffic as visitors turn to the site to purchase advance tickets, download trailers and access the new film widget.
- On MovieTickets.com, IMAX ticket sales account for one-third of all Watchmen sales.

"There is strong buzz surrounding this film, and with the recent expansion of the IMAX network, even more people will have the chance to experience Zack Snyder's return to IMAX theatres," said IMAX Co-Chairmen and Co-CEOs Richard L. Gelfond and Bradley J. Wechsler. "We're delighted to see that many IMAX theatres are already reporting sold out shows, and some are adding additional screenings to accommodate the high demand."

"We think that Zack Snyder's creative vision, experienced in IMAX, will once again resonate very well with the tech-savvy demographic that has made IMAX their cinema of choice," added Greg Foster, Chairman and President of IMAX Filmed Entertainment. "Our Partners at Warner Bros. Pictures and Paramount Pictures International are doing a great job of integrating IMAX into all aspects of the release, and it has certainly helped to create this fantastic IMAX/Watchmen anticipation."

Watchmen was originally published by DC Comics as a 12-comic book series between 1986 and 1987, before subsequently being collected into a trade paperback. It is the only graphic novel to win the prestigious Hugo Award or to be named among TIME magazine's "100 Best English Language Novels from 1923 to the Present." The film is directed by Snyder and produced by Lawrence Gordon (Die Hard), Lloyd Levin (United 93) and Deborah Snyder (300), with Herbert W. Gains serving as executive producer.

Watchmen: The IMAX Experience is scheduled to play day-and-date at the following IMAX theatres beginning March 6th.

#### UNITED STATES

##### Arizona

Mesa - Gateway 12 IMAX Theatre  
Phoenix - AMC Deer Valley 30 with IMAX

##### Arkansas

Little Rock - Chenal 9 IMAX Theatre

## California

Aliso Viejo - Edwards Aliso Viejo 20 & IMAX  
Anaheim - Movie Experience CinemaFusion 14 + IMAX at Anaheim Gardenwalk  
Arcadia - AMC Santa Anita 16 & IMAX  
Burbank - AMC Burbank 16 & IMAX  
Camarillo - Edwards Camarillo Palace Stadium 12 & IMAX  
Dublin - Regal Hacienda Crossings Stadium 21 & IMAX  
El Dorado Hills - Regal Cinemas El Dorado Hills Stadium 14 & IMAX  
Emeryville - AMC Bay Street 16 & IMAX  
Escondido - Regal Escondido Stadium 16 & IMAX  
Fairfield - Edwards Fairfield Stadium 16 & IMAX  
Fresno - Edwards Fresno Stadium 22 & IMAX  
Irvine - Edwards Irvine Spectrum IMAX  
Los Angeles - AMC Century City 15 & IMAX  
Los Angeles - IMAX Theatre at The Bridge: cinema de lux  
Los Angeles - AMC Universal CityWalk Stadium 19 with IMAX  
Ontario - Edwards Ontario Palace 22 & IMAX  
San Diego - Edwards Mira Mesa Stadium 18 & IMAX  
San Jose - AMC Eastridge Mall 15 & IMAX  
San Francisco - AMC Loews Metreon 16 with IMAX  
Simi Valley - Regal Civic Center Plaza 16 & IMAX  
Stockton - Regal City Centre Stadium 16 & IMAX  
Torrance - AMC Del Amo 18 & IMAX

## Colorado

Colorado Springs - Cinemark Carefree Circle IMAX Theatre  
Denver - UA Colorado Center Stadium 9 & IMAX  
Westminster - AMC Orchard 12 & IMAX

## Connecticut

Manchester - IMAX Theatre at Cinema de Lux Buckland Hills 18

## Florida

Altamonte Springs - AMC Altamonte Mall 18 & IMAX  
Aventura - AMC Aventura 24 & IMAX  
Fort Myers - Regal Gulf Coast Town Center Stadium 16 & IMAX  
Jacksonville - AMC Regency 24 & IMAX  
Orange Park - AMC Orange Park 24 & IMAX  
Orlando - Regal Pointe Orlando Stadium 20 & IMAX  
Tampa - AMC Veterans 24 & IMAX  
Tampa - Channelside Cinemas IMAX  
Tampa - Regal Waterford Lakes Stadium 20 & IMAX  
West Palm Beach - Muvico Parisian 20 & IMAX

## Georgia

Augusta - Regal Augusta Exchange Stadium 20 & IMAX  
Buford - Regal Mall of Georgia Stadium 20 & IMAX  
Morrow - AMC Southlake Pavilion 24 & IMAX

## Hawaii

Honolulu - Regal Dole Cannery 18 & IMAX

## Idaho

Boise - Edwards Boise Stadium 22 & IMAX

## Illinois

Batavia - Randall 15 IMAX  
Chicago - Navy Pier IMAX Theatre

Lincolnshire - Regal Lincolnshire 20 & IMAX  
Woodridge - Cinemark Seven Bridges IMAX Theatre

#### Indiana

Evansville - IMAX Theatre at Showplace Cinemas East 18  
Indianapolis - Kerasotes ShowPlace 16 & IMAX  
Noblesville - Hamilton 16 IMAX  
Portage - Portage 16 IMAX

#### Kansas

Olathe - AMC Studio 30 & IMAX

#### Kentucky

Louisville - Cinema De Lux 20: Stonybrook IMAX

#### Louisiana

Harahan - AMC Elmwood Palace 20 & IMAX

#### Maryland

Baltimore - AMC Loews White Marsh 16 & IMAX  
Columbia - AMC Columbia 14 & IMAX

#### Massachusetts

Natick - Verizon IMAX 3D Theater at Jordan's Furniture - Natick  
Reading - Verizon IMAX 3D Theater at Jordan's Furniture - Reading

#### Michigan

Dearborn - The Henry Ford IMAX Theatre  
Grand Blanc - NGC Trillium Cinema IMAX Theatre  
Grand Rapids - Celebration! Cinema IMAX Theatre  
Lansing - Celebration! Cinema IMAX Theatre  
Sterling Heights - AMC Forum 30 & IMAX  
Ypsilanti - Showcase Cinemas Ann Arbor IMAX

#### Minnesota

Apple Valley - Great Clips IMAX Theatre

#### Missouri

Kansas City - AMC BarryWoods 24 & IMAX  
St. Louis - Wehrenberg Theatres Ronnies 20 Cine IMAX

#### Nebraska

Council Bluffs - Kerasotes Star Cinemas 16 & IMAX

#### Nevada

Henderson - Regal Sunset Station Stadium 13 & IMAX  
Las Vegas - Brenden Theatres and IMAX at the Palms Casino Resort  
Las Vegas - Regal Red Rock Stadium 16 & IMAX  
Las Vegas - Regal Aliante Stadium 16 & IMAX

#### New Hampshire

Hooksett - Cinemagic & IMAX in Hooksett

#### New Jersey

Atlantic City - Tropicana Casino and Resort IMAX Theatre  
Cherry Hill - AMC Loews Cherry Hill 24 & IMAX  
Hamilton - AMC Hamilton 24 & IMAX

#### New York

Albany - Regal Crossgates Mall 18 & IMAX  
Brooklyn - UA Sheepshead Bay Stadium 14 & IMAX  
Deer Park - Regal Deer Park Stadium 16 & IMAX  
Long Island - Leroy R. and Rose W. Grumman IMAX Dome Theater  
New Rochelle - Regal New Roc City 18 & IMAX  
New York City - AMC Loews Lincoln Square 13 & IMAX  
New York City - AMC Empire 25 & IMAX  
Stony Brook - AMC Stony Brook 17 & IMAX  
West Nyack - IMAX Theatre at Palisades Center  
White Plains - IMAX Theatre at City Center: Cinema De Lux 15  
Williamsville - Regal Transit Center 18 & IMAX

#### Ohio

Columbus - AMC Easton Town Center 30 & IMAX  
Springdale - IMAX Theatre at Springdale 18: Cinema De Lux

#### Oregon

Tigard - Regal Bridgeport Village Stadium 18 & IMAX

#### Pennsylvania

Bensalem - AMC Neshaminy 24 & IMAX  
Homestead - AMC Waterfront 22 & IMAX  
King of Prussia - UA King of Prussia Stadium 16 & IMAX  
Reading - RC Reading Movies 11 + IMAX

#### Rhode Island

Providence - Providence Place Cinemas 16 & IMAX

#### Tennessee

Knoxville - Regal Pinnacle Stadium 18 at Turkey Creek  
Nashville - Regal Opry Mills 20 & IMAX

#### Texas

Dallas - Cinemark IMAX Theatre at Cinemark 17  
Houston - AMC Gulf Pointe 30 & IMAX  
Houston - Edwards Houston Marq\*e 23 & IMAX  
Mesquite - AMC Mesquite 30 & IMAX  
San Antonio - Santikos Palladium 18 IMAX Theatre  
Sugar Land - AMC First Colony 24 & IMAX  
Tomball - Santikos Silverado Station 18 IMAX

#### Utah

Sandy - Megaplex 17 IMAX at Jordan Commons

#### Virginia

Alexandria - AMC Hoffman Center 22 & IMAX  
Midlothian - Regal Commonwealth 20 & IMAX  
Virginia Beach - AMC Lynnhaven 18 & IMAX  
Woodbridge - AMC Potomac Mills 18 & IMAX

#### Washington

Lacey - Regal Martin Village Stadium 16 & IMAX  
Seattle - Pacific Science Center Boeing IMAX Theatre  
Tukwila - AMC Southcenter 16 & IMAX

Wisconsin

Fitchburg - Kerasotes Star 18 & IMAX

CANADA

Alberta

Calgary - Cineplex Scotiabank Theatre Chinook IMAX Theatre  
Edmonton - Cineplex Scotiabank West Edmonton Mall IMAX Theatre

British Columbia

Langley - Cineplex Colossus Langley IMAX Theatre  
Richmond - Cineplex SilverCity Riverport IMAX Theatre

Nova Scotia

Halifax - Empire IMAX, Bayer's Lake

Ontario

Mississauga - Cineplex Coliseum Mississauga IMAX Theatre  
Ottawa - Cineplex SilverCity Gloucester IMAX Theatre  
Toronto - Cineplex Scotiabank Theatre Toronto IMAX Theatre  
Woodbridge - Cineplex Colossus Woodbridge IMAX Theatre

Quebec

Montreal - Cineplex Scotiabank Theatre Montreal IMAX Theatre

INTERNATIONAL

Australia

Melbourne - Hoyts Melbourne Highpoint  
Melbourne - Melbourne IMAX  
Perth - Hoyts Perth Carousel  
Sydney - Hoyts Sydney Entertainment Quarter  
Sydney - LA IMAX Theater Sydney

France

Paris - Gaumont Disney Village

Hong Kong

Kowloon - UA MegaBox IMAX Theatre\*

Korea

Ilsan - CGV Ilsan  
Seoul - CGV Wangsipni  
Seoul - CGV Yongsan

Mexico

Guadalajara - Cinepolis Gallerias  
Mexico City - Cinepolis IMAX Theatre Perisur  
Mexico City - Cinepolis IMAX Theatre Universidad  
Monterrey - Cinepolis Gallerias Valle Oriente

Toluca - Cinepolis Galerías Metepec

Netherlands

Amsterdam - Pathe Arena IMAX

New Zealand

Auckland - SKYCITY IMAX Theatre Queen Street

Russia

Moscow - KinoStar City @ Mega Belaya Dacha, Moscow  
St. Petersburg - Coca Cola IMAX Kinostar

South Africa

Durban - Gateway IMAX  
Pretoria - Menlyn IMAX

Spain

Barakaldo - Yelmo Cines Megapark  
Malaga - Yelmo Cines Plaza Mayor  
Oviedo - Yelmo Cines Los Prados

Taiwan

Taipei - Samsung IMAX Miramar Cinemas

UK

Greenwich - ODEON Greenwich  
London - BFI London IMAX Cinema  
Manchester - ODEON Manchester IMAX Cinema at The Printworks  
Wimbledon - ODEON Wimbledon

Ukraine

Kiev - Utel IMAX Theatre

\*denotes later launch

Additional theatres will be confirmed. Please check local listings or IMAX.com for final theatre listings, launch dates and showtimes.

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 September 30, 2008, there were 320 IMAX theatres operating in 42 countries.

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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