



IMAX Moviegoers Will Have A Monstrous IMAX(R) 3D Experience And Receive A Free Set Of Limited Edition Monsters vs. Aliens Trading Cards Starting March 27th

March 25, 2009

Special Trading Card Offer Available Only At Participating IMAX(R)

Theatres On Opening Weekend

LOS ANGELES, March 25 /PRNewswire-FirstCall/ - IMAX Corporation (NASDAQ: IMAX; TSX: IMX), in conjunction with Paramount Pictures and DreamWorks Animation, is pleased to offer moviegoers visiting participating IMAX(R) theatres to see *Monsters vs. Aliens: An IMAX 3D Experience* the opportunity to receive a free set of character trading cards. The film will open in IMAX theatres worldwide on March 27.

To receive the cards, individuals should visit the official movie website (www.monstersvsaliens.com) to download and print a special "Top Secret ID Card" and present it at the box office. The set of eight cards, each depicting one of the movie's lead characters, is available during opening weekend of *Monsters vs. Aliens* at IMAX theatres while supplies last. For a list of theatres offering the film in IMAX(R) 3D, please visit www.imax.com.

Monsters vs. Aliens has been digitally re-mastered into the unparalleled image and sound quality of The IMAX Experience(R) through proprietary IMAX DMR(R) technology exclusively for presentation in the IMAX auditorium. With crystal clear images, laser-aligned digital sound and maximized field of view, IMAX provides the world's most immersive movie experience. *Monsters vs. Aliens: An IMAX 3D Experience* will debut concurrently with the nationwide release in conventional theatres from Paramount Pictures on March 27, 2009.

IMAX fans can also now follow IMAX news on Twitter at www.twitter.com/imaxnews.

About *Monsters vs. Aliens*

When California girl Susan Murphy is unwittingly clobbered by a meteor full of outer space gunk on her wedding day, she mysteriously grows to 49-feet-11-inches tall. The military jumps into action and Susan is captured and secreted away to a covert government compound. There, she is renamed Ginormica and placed in confinement with a ragtag group of *Monsters*: the brilliant but insect-headed Dr. Cockroach, Ph.D.; the macho half-ape, half-fish The Missing Link; the gelatinous and indestructible B.O.B.; and the 350-foot grub called Insectosaurus. Their confinement is cut short, however, when a mysterious alien robot lands on Earth and begins storming the country. In a moment of desperation, the President is persuaded to enlist the motley crew of *Monsters* to combat the Alien Robot and save the world from imminent destruction.

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 cinematic 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 December 31, 2008, there were 351 IMAX theatres (231 commercial, 120 institutional) operating in 42 countries.

IMAX(R), IMAX(R) 3D, IMAX DMR(R), The IMAX 3D Experience(R), and The IMAX Experience(R) are trademarks of IMAX Corporation. More information on the Company can be found at www.imax.com.

SOURCE: IMAX Corporation - 03/25/2009

CONTACT: IMAX Corporation - Santa Monica,
Christine Tasto, (310) 255-5547, ctasto@imax.com;
Zoomwerks, Warren Betts, (626) 836-2080,
warren@zoomwerks.com;
Investors: IMAX Corporation
New York, Heather Anthony,
(212) 821-0121, hanthony@imax.com; Business Media:
IMAX Corporation - New York,
Sarah Gormley, (212) 821-0155,

sgormley@imax.com; Sloane & Company
New York, Whit Clay, (212) 446-1864, wclay@sloanep.com
(IMAX IMX.)