



## Disney's Alice in Wonderland to be Released to IMAX(R) 3D Theatres March 5, 2010

March 31, 2009

Studio Confirms Third of Five 3D Releases with IMAX

LOS ANGELES, CA, March 31 /PRNewswire-FirstCall/ - Walt Disney Studios Motion Pictures and IMAX Corporation (NASDAQ: IMAX; TSX: IMX) today announced that Alice in Wonderland, directed by Tim Burton and starring Johnny Depp as the Mad Hatter, Anne Hathaway as the White Queen and Mia Wasikowska as Alice, will be released to IMAX(R) theatres simultaneously with the film's wide release on March 5, 2010. The special IMAX(R) 3D release 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. This is the third film confirmed out of the five-film agreement between IMAX and Disney, which was announced on November 19, 2008.

Commenting on the announcement, Mark Zoradi, president, Walt Disney Studios Motion Pictures Group, said, "If ever there was a film that cried out to be presented in Disney Digital 3D(TM) and the premium IMAX 3D format, Tim Burton's fantastic interpretation of Alice in Wonderland is that film. This is going to be an eye-popping cinematic experience as Tim takes moviegoers down the rabbit hole and into the dimensional world filled with incredible characters, sly humor, and wild adventures. Disney's partnership with IMAX is taking shape with two amazing films already on the schedule. We look forward to working with them in bringing exciting new experiences and quality entertainment to IMAX screens around the world."

"We think that Disney's new Alice in Wonderland is exactly the type of 3D story telling that will resonate with IMAX audiences," said IMAX Co-Chairmen and Co-CEOs Richard L. Gelfond and Bradley J. Wechsler. "We believe our worldwide commercial theatre network will be approximately 50 percent larger by the time this film is released, giving more and more people a chance to experience the magic of Disney in IMAX."

"Alice in Wonderland is a fantastic addition to our 2010 film slate," added Greg Foster, Chairman and President of IMAX Filmed Entertainment. "Combining a beloved Disney classic re-designed through the imagination of Tim Burton's creative vision with these incredibly outrageous characters and world class actors certainly makes for an event-status film, and we're pleased to add another level of excitement to this highly-anticipated movie."

Visionary filmmaker Tim Burton will put his distinctive touch on the combination live-action and performance capture version of Lewis Carroll's classic tale "Alice in Wonderland." The all-star cast includes Johnny Depp, Anne Hathaway, Helena Bonham Carter, Crispin Glover, Alan Rickman and Mia Wasikowska as Alice.

### 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(R) 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<sup>®</sup>. 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 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.

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