



DreamWorks Animation's Monsters vs. Aliens posts strong second weekend results in IMAX(R) theatres

April 6, 2009

Highlights Include:

- Second weekend domestic IMAX ticket sales at \$3.1 million
- IMAX contributes more than 9% of the overall domestic gross for the weekend on less than 2% of the screens

LOS ANGELES, April 6 /PRNewswire-FirstCall/ - IMAX Corporation (NASDAQ:IMAX; TSX:IMX) and DreamWorks Animation SKG, Inc. (NASDAQ: DWA) today announced that Monsters vs. Aliens, the studio's first 3D release, posted strong second-weekend box office results in IMAX(R) theatres. The film generated \$3.1 million on 143 IMAX screens domestically from Friday, April 3 to Sunday, April 5. The domestic IMAX weekend contributed more than 9% of the film's overall box office gross on less than 2% of the total screens.

The IMAX release also continued to perform well internationally, grossing \$1 million from 44 IMAX screens. Highlights include very strong results from locations in Russia, the United Kingdom and China. IMAX's worldwide total for the run through the second weekend is \$11.4 million.

"We're very happy to see that the film is continuing to resonate with IMAX moviegoers through the second weekend," said IMAX CEO Richard L. Gelfond. "We're especially pleased that our contribution to the overall box office increased to more than 9 percent on less than 2 percent of the screens."

"Monsters vs. Aliens continues to show its strength in IMAX 3D, with 13 of the top 14 and 16 of the top 20 domestic multiplexes featuring IMAX theatres," added Greg Foster, Chairman and President of IMAX Filmed Entertainment. "IMAX theatres continue to generate very strong results worldwide and there are still four weeks remaining in the IMAX run. This great second weekend performance is a testament to the winning combination of The IMAX Experience(R) and a great film from DreamWorks Animation and Paramount Pictures."

Monsters vs. Aliens is the third of five DreamWorks Animation feature films previously announced and slated for release in IMAX, and the first to be presented in IMAX 3D. The film has been digitally re-mastered into the unparalleled image and sound quality of The IMAX Experience with IMAX DMR(R) technology.

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 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) Dome, IMAX(R) 3D, IMAX(R) 3D Dome, Experience It In IMAX(R), The IMAX Experience(R), An IMAX Experience(R), IMAX DMR(R), DMR(R), IMAX MPX(R), IMAX think big(R) and think big(R) are trademarks and trade names of the Company. More information about 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.

About DreamWorks Animation

DreamWorks Animation is principally devoted to developing and producing computer generated, or CG, animated feature films. With world-class creative talent, a strong and experienced management team and advanced CG filmmaking technology and

techniques, DreamWorks Animation makes high quality CG animated films meant for a broad movie-going audience. The Company anticipates releasing its feature films into both conventional and IMAX(R) theatres worldwide. The Company has theatrically released a total of eighteen animated feature films, including Shrek, Shrek 2, Shark Tale, Madagascar, Over the Hedge, Shrek the Third, Bee Movie, Kung Fu Panda, Madagascar: Escape 2 Africa and Monsters vs. Aliens. All of the Company's feature films are now being produced in stereoscopic 3D technology.

This document includes certain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. The Company's plans, prospects, strategies, proposals and our beliefs and expectations concerning performance of our current and future releases and anticipated talent, directors and storyline for our upcoming films and other projects, constitute forward-looking statements. These statements are based on current expectations, estimates, forecasts and projections about the industry in which we operate and management's beliefs and assumptions. These statements are not guarantees of future performance and involve risks, uncertainties and assumptions which are difficult to predict. Actual results may vary materially from those expressed or implied by the statements herein due to changes in economic, business, competitive, technological and/or regulatory factors, and other risks and uncertainties affecting the operation of the business of DreamWorks Animation SKG, Inc. These risks and uncertainties include: audience acceptance of our films, our dependence on the success of a limited number of releases each year, the increasing cost of producing and marketing feature films, piracy of motion pictures, the effect of rapid technological change or alternative forms of entertainment and our need to protect our proprietary technology and enhance or develop new technology. In addition, due to the uncertainties and risks involved in the development and production of animated feature projects, the release dates for the projects described in this document may be delayed. For a further list and description of such risks and uncertainties, see the reports filed by us with the Securities and Exchange Commission, including our most recent annual report on Form 10-K and our most recent quarterly reports on Form 10-Q. DreamWorks Animation is under no obligation to, and expressly disclaims any obligation to, update or alter its forward-looking statements, whether as a result of new information, future events, changes in assumptions or otherwise.

SOURCE IMAX Corporation - 04/06/2009

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