



IMAX Corporation Announces Harry Potter and the Half-Blood Prince to Open in 62 IMAX(R) Theatres Internationally Day-and-Date, Opening Weekend

July 14, 2009

Explosive Opening Sequence to be Featured Exclusively in IMAX(R) 3D

LOS ANGELES, CA, July 14 /PRNewswire-FirstCall/ - IMAX Corporation (NASDAQ: IMAX; TSX: IMX) and Warner Bros. Pictures today announced that Harry Potter and the Half-Blood Prince: The IMAX 3D Experience is the widest IMAX international release ever, opening in conjunction with the film's general release commencing on July 15th in 62 IMAX theatres internationally.

Domestically, the picture will launch Wednesday, July 15th in select IMAX theatres in New York, Los Angeles and Chicago and expand shortly thereafter.

In IMAX(R) 3D theatres, the film will feature approximately 12 minutes of the movie's explosive opening sequence exclusively in live-action IMAX 3D, a special element fans last enjoyed in the final fight scene in Harry Potter and the Order of the Phoenix in 2007.

"Harry Potter and the Half-Blood Prince is the widest IMAX release ever internationally, a true testament to the continued appeal of this tremendous franchise and the growing interest in this format," said Veronika Kwan-Rubinek, President of International Distribution, Warner Bros. Pictures. "We are excited to partner with IMAX once again on this next installment of our incredibly successful series."

"As the Harry Potter series has evolved into a worldwide phenomenon, our partnership with IMAX has become invaluable in terms of delivering something extra to the fans around the globe," said Dan Fellman, President of Distribution, Warner Bros. Pictures.

"We're pleased to be able to share this film with our expanded audience, which has grown significantly since the previous installment in the Harry Potter series, thanks to the rollout of our digital projection system," said IMAX CEO Richard L. Gelfond. "Special features in IMAX continue to attract fans and repeat viewings, and we are looking forward to sharing the special 3D opening with consumers around the world."

"The level of anticipation for this film has been building since last fall," added Greg Foster, Chairman and President of IMAX Filmed Entertainment. "Moviegoers and Potter fans will have the opportunity to experience the film in a very unique way this summer, and we're excited to extend this opportunity to a much broader audience this year."

Harry Potter and the Half-Blood Prince: An IMAX 3D Experience is scheduled to play beginning July 15th (day-and-date) at the following IMAX(R) theatres.

INTERNATIONAL □

Australia

Melbourne - Highpoint Hoyts IMAX
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Perth - Carousel Hoyts IMAX
Sydney - Entertainment Quarter Hoyts Sydney
Sydney - LG IMAX Theatre Sydney

Austria

Graz - Cineplexx 8055 Graz
Vienna - Cineplexx Apollo Das Kino

Brazil

Sao Paulo - Bourbon Shopping Center IMAX Theater

China

Beijing - IMAX Theatre at the China National Film Museum
Beijing - IMAX Theatre UME Beijing International
Beijing - Shijingcheng Wanda Cinema

Changchun - Wanda International Cinema Changchun
Changsha - Changsha Wanda International Cinema
Shanghai - IMAX Theatre at Peace Cinema
Suzhou - Suzhou Science and Cultural Arts Centre

Czech Republic

Prague - Oskar IMAX Theatre - Palace Flora

Ecuador

Guayaquil - Nescafe IMAX Malecon 2000

France

Paris - Gaumont Disney Village IMAX

Germany

Berlin - CineStar IMAX 3D, Sony Center Berlin

Hong Kong

Kowloon - BEA IMAX Theatre

India

Hyderabad - PRASAD IMAX Theatre

Mumbai - IMAX Adlabs Theatre

Kolkatta - Aeren R. IMAX Theatre at Mani Square Pvt. Ltd.

Japan

Kanagawa - 109 Cinemas Kawasaki

Minoh - 109 Cinemas Minoh

Saitama - 109 Cinemas Shobu

Korea □

Gwangju - CGV Gwangju

Ilsan - CGV Ilsan

Seoul - CGV Wangsipni

Seoul - CGV Yongsan

Mexico

Cuernavaca - Cinemex Diana IMAX Theatre

Guadalajara - Cinepolis Galerias Guadalajara IMAX Theatre

Juarez - Cinepolis Las Misiones Cd. Juarez IMAX Theatre

Mexico City - Cinepolis Perisur IMAX Theatre

Mexico City - Cinepolis Universidad IMAX Theatre

Monterrey - Cinepolis Galerias Valle Oriente IMAX Theatre

Toluca - Cinepolis Galerias Metepec IMAX Theatre

Torreon - Cinemas Martinez

Veracruz - Cinepolis Las Americas IMAX Acuario de Veracruz

Netherlands

Amsterdam - Pathe Arena

New Zealand

Auckland - SKYCITY IMAX Theatre Queen Street

Philippines

Edsa - SM City North Edsa Mall
Manila - San Miguel Coca-Cola IMAX Theatre

Russia

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

Spain

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

Taiwan

Taipei - Samsung IMAX Miramar Cinemas

Thailand

Bangkok - KrungSri IMAX Siam Paragon

Turkey

Ankara - Ankara AFM IMAX
Istinye - AFM Istinye Park IMAX

UAE ☐

Dubai - Grand Megaplex 21 IMAX

UK ☐

Birmingham - IMAX Cinema Millennium Point
Bradford - National Media Museum IMAX Bradford
Glasgow - Glasgow Science Centre IMAX Cinema
Greenwich - ODEON Greenwich
London - BFI London IMAX Cinema
Manchester - ODEON Manchester IMAX Cinema at The Printworks
Wimbledon - ODEON Wimbledon

UKRAINE

Kiev - IMAX Theatre

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 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(R). The IMAX brand is recognized throughout the world for extraordinary and immersive entertainment experiences for consumers. As of March 31, 2009, there were 371 IMAX theatres (250 commercial, 121 institutional) operating in 43 countries.

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