



## Transformers: Revenge of the Fallen: The IMAX Experience crosses \$40 million milestone

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IMAX Release Shows Strong Legs, Generating More Than 8.5% of the Film's Domestic Total Box Office on Less Than 2% of the Screens as it Enters Final Week

LOS ANGELES, July 23 /PRNewswire-FirstCall/ - IMAX Corporation (NASDAQ: IMAX; TSX: IMX) today announced that the Paramount Pictures release Transformers: Revenge of the Fallen: The IMAX Experience, directed by Michael Bay and executive produced by Steven Spielberg, featuring scenes filmed with IMAX(R) cameras, has crossed the \$40 million box office milestone worldwide after its fourth week in release from 169 IMAX(R) theatres domestically and 61 IMAX theatres internationally.

Since the film's launch on June 24, 2009, the IMAX release has contributed more than 8.5% of the film's \$365 million total domestic box office on less than 2% of the screens.

"The growth of our network has made it possible for this film to deliver these fantastic results in a relatively short period of time," said IMAX CEO Richard L. Gelfond. "We're very happy with the strong performance so far and we're confident that it will continue to show strong legs as we enter the final week of its run."

"This has been a great run for IMAX theatres, which have posted strong results during the last month," added Greg Foster, Chairman and President of IMAX Filmed Entertainment. "The special IMAX sequences have added an extra level of excitement to the IMAX release and we once again have reason to thank Michael, Steven Spielberg and our partners at Paramount."

Transformers: Revenge of the Fallen: The IMAX Experience features select scenes filmed with IMAX cameras. Director Michael Bay has seamlessly integrated the IMAX footage with state-of-the-art CGI and visual effects to create an unprecedented look and feel for the sequel to Transformers. The movie sequences shot in traditional 35mm have been digitally re-mastered into the unparalleled image and sound quality of The IMAX Experience(R) with IMAX DMR(R) (Digital Re-mastering) technology. The IMAX DMR scenes appear in the traditional "letterbox" shape, while scenes shot with IMAX's cameras will expand vertically on the IMAX screen.

Every IMAX theatre is specially designed to put the audience IN the movie. The unique theatre geometry of an IMAX theatre combined with crystal clear images, laser-aligned digital sound and maximized field of view provides the world's most immersive movie experience.

Paramount Pictures and DreamWorks Pictures Present In Association with Hasbro A di Bonaventura Pictures Production A Tom DeSanto/Don Murphy Production A Michael Bay Film Transformers: Revenge of the Fallen starring Shia LaBeouf, Megan Fox, Josh Duhamel, Tyrese Gibson, Kevin Dunn, Julie White, John Benjamin Hickey, Ramon Rodriguez, Isabel Lucas and John Turturro. The film is directed by Michael Bay from a screenplay by Ehren Kruger Roberto Orci Alex Kurtzman. The producers are Don Murphy Tom DeSanto, Lorenzo di Bonaventura and Ian Bryce. The executive producers are Steven Spielberg, Michael Bay, Brian Goldner and Mark Vahradian. Based on Hasbro's Transformers(TM) Action Figures. This film has been rated PG-13 for intense sequences of sci-fi action violence, language, some crude and sexual material, and brief drug material.

### 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. 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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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, but are not limited to, general economic, market or business conditions, including the length and severity of the current economic downturn, the opportunities that may be presented to and pursued by the Company, the performance of IMAX DMR films, conditions in the in-home and out-of home entertainment industries, the signing of theatre system agreements, changes and developments in the commercial exhibition industry, the failure to convert theatre system backlog into revenue, investments and operations in foreign

jurisdictions, foreign currency fluctuations and the Company's prior restatements and the related litigation and ongoing inquiries by the SEC and the OSC. 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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