



Warner Bros. Pictures' Where the Wild Things Are Posts Strong Opening Box Office Results in IMAX(R) Theatres

October 19, 2009

Film Marks Biggest IMAX Fall Opening

LOS ANGELES, Oct. 19, 2009 (GLOBE NEWSWIRE) -- Warner Bros. Pictures and IMAX Corporation (Nasdaq:IMAX) (TSX: IMX) today announced that *Where the Wild Things Are*, directed by Spike Jonze (Adaptation, Being John Malkovich) and produced by Playtone (Tom Hanks and Gary Goetzman), opened with strong box office results, generating approximately \$3.1 million from 145 IMAX(R) theatres domestically during the opening weekend from Friday, October 16, 2009 through Sunday, October 18. The IMAX release generated over 9% of the film's overall box office of \$32.7 million, with an IMAX per screen average of \$21,500. The weekend marks the biggest fall opening ever for an IMAX release.

Where the Wild Things Are, which chronicles the timeless adventures of a young boy's imaginary journey to a land of "Wild Things," has been digitally re-mastered into the unparalleled image and sound quality of The IMAX Experience(R) with proprietary IMAX DMR(R) (Digital Re-mastering) technology.

Where the Wild Things Are is based on the classic book by Maurice Sendak. Winner of the 1964 Caldecott Medal for "Most Distinguished Picture Book of the Year," the popular adventure tale continues to captivate audiences of every generation after four decades.

"We're delighted with the initial response to the film overall, and we're happy that fans of such a beloved adventure are taking advantage of the chance to experience it in IMAX," said Dan Fellman, President of Domestic Distribution, Warner Bros. Pictures. "The picture looks and sounds amazing in IMAX, and we believe this enhanced release will continue to perform well during the days and weeks ahead."

"The growing IMAX theatre network has given us more programming flexibility, enabling us to offer IMAX DMR titles twelve months a year, and because of this we have been able to offer this great film and post our biggest fall opening ever," said IMAX CEO Richard L. Gelfond. "This strong performance demonstrates that consumers continue to seek out IMAX as a premium out of home experience in both 2D and 3D."

"We couldn't be happier with this very healthy opening," added Greg Foster, Chairman and President of IMAX Filmed Entertainment. "Spike Jonze, Playtone and Warner Bros. have crafted a magical film that fits perfectly with our goal to provide moviegoers with an out-of-this-world experience they cannot get anywhere else, and clearly the film is resonating with people."

From director Spike Jonze and written by Spike Jonze and Dave Eggers (*Away We Go*) comes a cinematic twist on one of the most acclaimed adventure stories of all time. *Where the Wild Things Are* features Catherine Keener, Forest Whitaker, James Gandolfini, Mark Ruffalo, Max Records, Lauren Ambrose, Chris Cooper and Catherine O'Hara. *Where the Wild Things Are* is a co-production with Legendary Pictures and Village Roadshow Pictures.

Where the Wild Things Are: The IMAX Experience is playing in the following IMAX theatres: □

UNITED STATES

Alabama

Birmingham - IMAX Dome Theatre at McWane Centre

Arizona

Mesa - Dickinson Gateway 12 IMAX Theatre

Phoenix - AMC Deer Valley 30 with IMAX

Arkansas

Little Rock - Dickinson Chenal 9 IMAX Theatre

California

Aliso Viejo - Edwards Aliso Viejo Stadium 20 & IMAX

Arcadia - AMC Santa Anita 16 & IMAX

Burbank - AMC Burbank 16 & IMAX

Camarillo - Edwards Camarillo Palace Stadium 12 & IMAX

Covina - AMC Covina 30 & IMAX

Cupertino - AMC Cupertino 16 & IMAX

Dublin - Regal Hacienda Crossings Stadium 21 & IMAX

El Dorado Hills - Regal Cinemas El Dorado Hills Stadium 14 & IMAX

Emeryville - AMC Bay Street 16 & IMAX

Escondido - Regal Escondido Stadium 16 & IMAX
Fairfield - Edwards Fairfield Stadium 16 & IMAX
Fresno - Edwards Fresno Stadium 21 & IMAX
Irvine - Edwards Irvine Spectrum IMAX
Long Beach - Edwards Long Beach 26 & IMAX
Los Angeles - AMC Century City 15 & IMAX
Los Angeles - IMAX Theatre at The Bridge: cinema de lux
Los Angeles - AMC Universal CityWalk Stadium 19 with IMAX
National City - AMC Plaza Bonita 14 & IMAX
Rowland Heights - AMC Puente Hills 20 & IMAX
San Diego - AMC Palm Promenade 24 & IMAX
San Diego - Edwards Mira Mesa Stadium 18 & IMAX
San Francisco - AMC Loews Metreon 16 with IMAX
San Jose - AMC Eastridge Mall 15 & IMAX
Santa Clara - AMC Mercado 20 & IMAX
Simi Valley - Regal Civic Center Plaza 16 & IMAX
South Gate - Edwards South Gate Stadium 20 & IMAX
Stockton - Regal City Centre Stadium 16 & IMAX
Torrance - AMC Del Amo 18 & IMAX
Woodland Hills - AMC Promenade 16 & IMAX

Colorado ☐
Colorado Springs - Cinemark Carefree Circle 16 & IMAX
Denver - UA Colorado Center Stadium 9 & IMAX
Highlands Ranch - AMC Highlands Ranch 24 & IMAX
Westminster - AMC Orchard 12 & IMAX
Westminster - AMC Westminster Promenade 24 & IMAX

Connecticut
Manchester - IMAX Theatre at Cinema de Lux Buckland Hills 18

Florida
Altamonte Springs - AMC Altamonte Mall 18 & IMAX
Aventura - AMC Aventura 24 & IMAX
Fort Myers - Regal Gulf Coast Town Center Stadium 16 & IMAX
Jacksonville - AMC Regency 24 & IMAX
Orange Park - AMC Orange Park 24 & IMAX
Orlando - Regal Pointe Orlando Stadium 20 & IMAX
Orlando - Regal Waterford Lakes Stadium 20 & IMAX
South Miami - AMC Sunset Place 24 & IMAX
St. Augustine - World Golf Village IMAX
Tallahassee - Tallahassee Mall 20 with IMAX
Tampa - AMC Veterans 24 & IMAX
West Palm Beach - Muvico Parisian IMAX

Georgia ☐
Augusta - Regal Augusta Exchange Stadium 20 & IMAX
Buford - Regal Mall of Georgia Stadium 20 & IMAX
Kennesaw - AMC Barrett Commons 24 & IMAX
Morrow - AMC Southlake Pavilion 24 & IMAX

Hawaii
Honolulu - Regal Dole Cannery 18 & IMAX

Illinois
Chicago - Navy Pier IMAX Theatre
Hodgkins - Loews Quarry Cinemas 14 with IMAX
South Barrington - AMC Barrington 30 & IMAX
Woodridge - Cinemark 16 & IMAX

Indiana
Indianapolis - Kerasotes ShowPlace 16 & IMAX
Noblesville - Goodrich Hamilton 16 IMAX
Portage - Goodrich Portage 16 IMAX

Iowa
Council Bluffs - Kerasotes Star Cinemas 16 & IMAX

Kansas
Olathe - AMC Studio 30 & IMAX

Kentucky
Newport - AMC Newport On The Levee 20 & IMAX

Louisiana
Harahan - AMC Elmwood Palace 20 & IMAX

Maine

Saco - Cinemagic & IMAX in Saco
Maryland
Baltimore - AMC Loews White Marsh 16 & IMAX
Columbia - AMC Columbia 14 & IMAX
Massachusetts
Danvers - AMC Liberty Tree Mall 20 & IMAX
Methuen - Loews Methuen 20 with IMAX
Natick - Jordan's Furniture IMAX - Natick
Reading - Jordan's Furniture IMAX - Reading
Michigan
Auburn Hills - Star Great Lakes 25 with IMAX
Dearborn - Henry Ford IMAX
Grand Blanc - Trillium Cinema 14 & IMAX, Grand Blanc
Lansing - Celebration! Cinema & IMAX Theatre - Lansing
Livonia - Livonia 20 with IMAX
Sterling Heights - AMC Forum 30 & IMAX
Minnesota
Apple Valley - Great Clips IMAX Theatre
Roseville - AMC Rosedale 14 & IMAX
Missouri
Independence - AMC Independence Commons 20 & IMAX
Kansas City - AMC BarryWoods 24 & IMAX
Nevada
Henderson - Regal Sunset Station Stadium 13 & IMAX
Las Vegas - Regal Red Rock Stadium 16 & IMAX
North Las Vegas - Regal Aliante Stadium 16 & IMAX
New Hampshire
Hooksett - Cinemagic & IMAX in Hooksett
New Jersey
Atlantic City - Tropicana Casino & Resort IMAX
Cherry Hill - AMC Loews Cherry Hill 24 & IMAX
Hamilton - AMC Hamilton 24 & IMAX
New Brunswick - Loews New Brunswick 18 with IMAX
New York
Albany - Regal Crossgates Mall 18 & IMAX
Brooklyn - UA Sheepshead Bay Stadium 14 & IMAX
Deer Park - Regal Deer Park Stadium 16 & IMAX
New York City - AMC Empire 25 & IMAX
New York City - AMC Loews 34th Street 14 & IMAX
New York City - AMC Loews Lincoln Square 13 & IMAX
Stony Brook - AMC Stony Brook 17 & IMAX
West Nyack - IMAX Theatre at Palisades Center
North Carolina
Charlotte - Regal Stonecrest At Piper Glen Stadium 22 & IMAX
Concord - AMC Concord Mills 24 & IMAX
Ohio
Cincinnati - Showcase Springdale 18 + IMAX
Columbus - AMC Easton Town Center 30 & IMAX
Columbus - Lennox Town Center 24 with IMAX
Oregon
Tigard - Regal Bridgeport Village Stadium 18 & IMAX
Pennsylvania
Bensalem - AMC Neshaminy 24 & IMAX
Homestead - AMC Waterfront 22 & IMAX
King of Prussia - UA King of Prussia Stadium 16 & IMAX
Philadelphia - Tuttleman IMAX - Franklin Institute
Reading - RC Reading Movies 11 + IMAX
Rhode Island
Providence - Providence Place Cinemas 16 & IMAX
South Carolina
Charleston - Citadel Mall IMAX Stadium 16
Tennessee
Knoxville - Regal Pinnacle Stadium 18 at Turkey Creek
Nashville - Regal Opry Mills 20 & IMAX
Texas
Austin - The Bob Bullock Texas State History Museum IMAX Theatre

Dallas - Cinemark IMAX Theatre at Cinemark 17
Frisco - Stonebriar 24 with IMAX
Garland - AMC Firewheel 18 & IMAX
Houston - AMC Gulf Pointe 30 & IMAX
Mesquite - AMC Mesquite 30 & IMAX
San Antonio - Santikos Palladium 18 IMAX Theatre
Sugar Land - AMC First Colony 24 & IMAX
Tomball - Santikos Silverado IMAX Houston
Utah
Sandy - Jordan Commons 16 + IMAX
Virginia ☐
Alexandria - AMC Hoffman Center 22 & IMAX
Chantilly - Udvar-Hazy Center IMAX - Airbus
Hampton - Riverside IMAX Theater at the Virginia Air & Space
Center ☐
Midlothian - Regal Commonwealth 20 & IMAX
Virginia Beach - AMC Lynnhaven 18 & IMAX
Woodbridge - AMC Potomac Mills 18 & IMAX
Washington
Bellevue - Lincoln Square Cinemas IMAX Theatre
Kent - AMC Kent Station & IMAX
Lacey - Regal Martin Village Stadium 16 & IMAX
Seattle - Pacific Science Center Boeing IMAX Theatre
Seattle - Regal Thornton Place Stadium 14 & IMAX
Tukwila - AMC Southcenter 16 & IMAX
Wisconsin
Fitchburg - Kerasotes Star 18 & IMAX
Milwaukee - Mayfair Mall 18 with IMAX

CANADA

Alberta
Calgary - Cineplex Scotiabank Chinook IMAX Theatre
Edmonton - Cineplex Scotiabank West Edmonton Mall IMAX Theatre
British Columbia
Richmond - Silvercity Riverport 18 + IMAX
Ontario ☐
Gloucester-Ottawa - Silvercity Gloucester + IMAX
Toronto - Cineplex Scotiabank Toronto IMAX Theatre
Quebec
Montreal - Cinema Banque Scotia Montreal + IMAX

Additional theatres will be confirmed. Please check local listings or IMAX.com for final theatre listings, launch dates and showtimes.

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 June 30, 2009, there were 394 IMAX theatres (273 commercial, 121 institutional) operating in 44 countries.

The IMAX Corporation logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=6469>

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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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