



Michael Jackson's This Is It Opens in Select IMAX(R) Theatres for Limited Engagement Beginning October 28, 2009

October 26, 2009

Film's Soundtrack Has Been Re-Mastered to Take Advantage of IMAX's Powerful 14,000-Watt Sound System

LOS ANGELES, Oct. 26, 2009 (GLOBE NEWSWIRE) -- IMAX Corporation (Nasdaq:IMAX) (TSX:IMX) and Sony Pictures Releasing today announced that the highly-anticipated motion picture Michael Jackson's THIS IS IT will open in digital IMAX(R) theatres on October 28, 2009. The limited IMAX release will run domestically during evening show times in 96 IMAX digital theatres. In addition, the movie will run a full show schedule in 27 of the Company's international digital locations.

Michael Jackson's THIS IS IT has been digitally re-mastered into the image and sound quality of The IMAX Experience(R) with proprietary IMAX DMR(R) (Digital Re-mastering) technology. A key part of the IMAX DMR process includes re-mastering the soundtrack to take advantage of IMAX's 14,000 watt digital audio system. IMAX sound has 10 times more dynamic range than systems in conventional theatres, eliminates distortion and provides a sound quality that feels more immersive, especially with added acoustic paneling that absorbs sound and removes echo. This unparalleled sound experience combined with IMAX's crystal-clear images and customized theatre geometry create a unique environment that will make audiences feel as if they are actually attending a Michael Jackson performance.

"There is already significant buzz surrounding the film and we're so pleased that moviegoers in domestic and international markets will now have the chance to experience it in IMAX," said IMAX CEO Richard L. Gelfond. "Our partnership with Sony Pictures Entertainment is growing, as is the IMAX theatre network, and we're looking forward to continued success with Sony as we open more theatres and release more films."

"Moviegoers will be able to hear the talent of Michael Jackson, with the film's digitally re-mastered soundtrack pumping through IMAX's powerful audio system," added Greg Foster, Chairman and President of IMAX Filmed Entertainment. "The IMAX release cranks up the event status of this unique film even more."

Michael Jackson's THIS IS IT will offer Jackson fans and music lovers worldwide a rare, behind-the-scenes look at the performer as he developed, created and rehearsed for his sold-out concerts that would have taken place beginning this past summer in London's O2 Arena. Covering the months from March through June, 2009, the film is produced with the full support of the Estate of Michael Jackson and drawn from more than 120 hours of behind-the-scenes footage, featuring Jackson rehearsing numerous songs for the show. Audiences will be given a privileged and private look at Jackson as he has never been seen before. In raw and candid detail, Michael Jackson's THIS IS IT is the last documentation of Michael Jackson in action, capturing the singer, dancer, filmmaker, architect, creative genius, and great artist at work as he and his collaborators move toward their goals of London, the O2, and history. Kenny Ortega, who was both Michael Jackson's creative partner and the director of the stage show, is also directing the film, which is being produced by Randy Phillips, Kenny Ortega and Paul Gongaware. Executive producers are John Branca and John McClain. The film will be distributed worldwide by Sony Pictures Releasing. For more information about the film please visit www.thisisit-movie.com.

Michael Jackson's This is It: The IMAX Experience is scheduled to play day-and-date at the following IMAX(R) Theatres beginning October 28th.

UNITED STATES

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 with IMAX
Cupertino - AMC Cupertino 16 & 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
Long Beach - Edwards Long Beach 26 & IMAX
Los Angeles - AMC Century City 15 & IMAX
National City - AMC Plaza Bonita 14 & IMAX
Rowland Heights - AMC Puente Hills 20 with IMAX
San Diego - AMC Palm Promenade 24 & IMAX
San Diego - Edwards Mira Mesa Stadium 18 & 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

Highlands Ranch - AMC Highlands Ranch 24 & IMAX
Westminster - AMC Orchard 12 & IMAX
Westminster - AMC Westminster Promenade 24 & IMAX

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 Waterford Lakes Stadium 20 & IMAX
South Miami - AMC Sunset Place 24 & IMAX
Tallahassee - AMC Tallahassee Mall 20 with IMAX
Tampa - AMC Veterans 24 & IMAX
West Palm Beach - Muvico Parisian IMAX

Georgia

Augusta - Regal Augusta Exchange Stadium 20 & IMAX
Kennesaw - AMC Barrett Commons 24 & IMAX
Morrow - AMC Southlake Pavilion 24 & IMAX

Hawaii

Honolulu - Regal Dole Cannery 18 & IMAX

Illinois

Hodgkins - Loews Quarry Cinemas 14 with IMAX
South Barrington - AMC Barrington 30 & IMAX

Indiana

Indianapolis - Kerasotes ShowPlace 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

Michigan

Auburn Hills - Star Great Lakes 25 with IMAX
Livonia - Livonia 20 with IMAX
Sterling Heights - AMC Forum 30 & IMAX

Minnesota

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

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 Loews 34th Street 14 & IMAX
Stony Brook - AMC Stony Brook 17 & IMAX

North Carolina

Charlotte - Regal Stonecrest At Piper Glen Stadium 22 & IMAX
Concord - AMC Concord Mills 24 & IMAX

Ohio

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
Reading - RC Reading Movies 11 + IMAX

South Carolina ☐

Charleston - Citadel Mall IMAX Stadium 16

Tennessee

Knoxville - Regal Pinnacle Stadium 18 at Turkey Creek

Texas

Frisco - Stonebriar 24 with IMAX
Garland - AMC Firewheel 18 & IMAX
Houston - AMC Gulf Pointe 30 & IMAX
Mesquite - AMC Mesquite 30 & IMAX
Sugar Land - AMC First Colony 24 & IMAX

Virginia ☐

Alexandria - AMC Hoffman Center 22 & IMAX
Hampton - Hampton Towne Centre 24 with IMAX

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

Wisconsin
Wauwatosa - Mayfair Mall 18 with IMAX □

INTERNATIONAL

Australia
Melbourne - Highpoint Hoyts IMAX
Perth - Carousel Hoyts IMAX
Sydney - Entertainment Quarter Hoyts IMAX

Austria
Graz - Cineplexx 8055 Graz
Vienna - Cineplexx Apollo Das Kino

Brazil
Curitiba - Palladium Shopping Center IMAX
Sao Paulo - Bourbon Shopping Center Espaço Unibanco Pompeia IMAX

China
Beijing - Shijingshan Wanda Cinema
Changchun - Changchun IMAX Theatre
Changsha - Changsha IMAX Theatre
Kunming - Kunming Broadway IMAX Theatre

India
Mumbai - Big Cinemas IMAX Theatre

Japan
Kanagawa - 109 Cinemas Kawasaki
Minoh - 109 Cinemas Minoh
Saitama - 109 Cinemas Shobu

Korea □
Gwangju - CGV Gwangju

Mexico
Juarez-Chihuahua - Cinepolis Las Misiones Ciudad Juarez
Toluca - Cinepolis Galerías Metepec IMAX Theatre

Philippines
Manila - SM City North EDSA Mall IMAX

Poland
Lodz - Orange IMAX Manufaktura

Qatar
Doha - Villaggio Shopping Mall IMAX Theatre

Russia
Moscow - KinoStar City @ Mega Belaya Dacha

Taiwan
Taipei - Vieshow Cinemas Taipei Sun IMAX

UK □
Greenwich - ODEON Greenwich IMAX
Wimbledon - ODEON Wimbledon IMAX

Ukraine
Kiev - Utel IMAX Theatre

About Sony Pictures Entertainment

Sony Pictures Entertainment (SPE) is a subsidiary of Sony Corporation of America (SCA), a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production and distribution; television production and distribution; digital content creation and distribution; worldwide channel investments; home entertainment acquisition and distribution; operation of studio facilities; development of new entertainment products, services and technologies; and distribution of filmed entertainment in more than 130 countries. Sony Pictures Entertainment can be found on the World Wide Web at www.sonypictures.com.

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 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.

IMAX(R), IMAX(R) 3D, IMAX DMR(R), An IMAX 3D Experience(R) and The IMAX Experience(R) are trademarks of IMAX Corporation. More information about the Company can be found at www.imax.com. You may also connect with IMAX on Facebook (www.facebook.com/imax), Twitter (www.twitter.com/imax) and YouTube (www.youtube.com/imaxmovies).

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

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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