



James Cameron's Avatar Breaks More Records in IMAX

January 4, 2010

Avatar Now IMAX's Highest-Grossing First-Run Hollywood Title

IMAX Release Reaches \$67 Million Worldwide in 17 Days

LOS ANGELES, Jan. 4, 2010 (GLOBE NEWSWIRE) -- IMAX Corporation (Nasdaq:IMAX) (TSX:IMX) and Twentieth Century Fox today announced that James Cameron's Avatar continued its record-breaking box office run over its third weekend, grossing approximately \$8.7 million from 179 IMAX(R) theatres domestically from January 1 through January 3, 2010. The film registered more than 12% of the film's total domestic gross of \$68.3 million during that period on less than 3% of the screens, driving the domestic IMAX box office to date to approximately \$47.1 million.

The IMAX international release grossed more than \$4.0 million from 71 IMAX screens during the weekend, an 11% increase over last weekend. Avatar also posted a record-breaking international single day on Saturday with \$1.425 million. The worldwide IMAX box office total for Avatar is estimated to be \$67 million as of the end of day Sunday, January 3, 2010.

Avatar is directed and written by Academy Award Winner James Cameron and stars Sam Worthington, Zoe Saldana, Stephen Lang, Michelle Rodriguez and Sigourney Weaver. Avatar has been digitally re-mastered into the unparalleled image and sound quality of The IMAX Experience(R).

"We think the success in IMAX theatres reflects the winning combination of this groundbreaking film and the strength of the growing IMAX network," said IMAX CEO Richard L. Gelfond. "These record-breaking box office results are a testament to the power of the IMAX brand, and we're thrilled by continued consumer enthusiasm for seeing the year's biggest blockbuster in the best 3D available."

"Avatar continues to break IMAX records, and the incredible legs and word of mouth on this film point to continued momentum in the weeks ahead," added Greg Foster, Chairman and President of IMAX Filmed Entertainment. "These results demonstrate how James Cameron's vision combined with The IMAX Experience can bring in new audiences, which is a great way to kick-off 2010. We look forward to the excitement continuing as Avatar opens on 11 more IMAX screens in China this week."

Avatar is the story of an ex-Marine who finds himself thrust into hostilities on an alien planet filled with exotic life forms. As an Avatar, a human mind in an alien body, he finds himself torn between two worlds, in a desperate fight for his own survival and that of the indigenous people. More than ten years in the making, Avatar marks Cameron's return to feature directing since helming 1997's Titanic, the highest grossing film of all time and winner of eleven Oscars(R) including Best Picture. WETA Digital, renowned for its work in The Lord of the Rings Trilogy and King Kong, has incorporated new intuitive CGI technologies to transform the environments and characters into photorealistic 3D imagery that will transport the audience into the alien world rich with imaginative vistas, creatures and characters.

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(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. The IMAX brand is recognized throughout the world for extraordinary and immersive entertainment experiences for consumers. As of September 30, 2009, there were 403 IMAX theatres (280 commercial, 123 institutional) operating in 44 countries.

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