



## Media Release

For Immediate Release

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### **Empire Theatres to Add Three New IMAX Digital Theatres**

*IMAX to have 22 commercial theatres operating in Canada by November*

**Halifax, NS and Toronto, ON** - Empire Theatres, a Canada-wide film exhibition company with 50 theatres, and IMAX Corp. (NYSE: IMAX) (TSX: IMAX) announced today that Empire Theatres will be adding three new IMAX digital theatres to its network this year.

In addition to an existing location in Halifax, NS, the following theatres in the Empire Theatres network have been chosen to deliver The IMAX Experience®:

Empire Theatres Country Hills, Calgary, AB  
Empire Theatres Kitchener, Kitchener, ON  
Empire Theatres Avalon Mall, St. John's, NL

The Empire Theatres Bayers Lake, Halifax, NS IMAX screen will be converted from film to digital projection to allow for a greater range of IMAX blockbuster hits to be shown.

"We are excited to partner once again with IMAX Corporation to bring The IMAX Experience® to our theatres in these markets," says Dean Leland, Vice President, Studio & Media Relations, Empire Theatres. "IMAX delivers premium viewing experiences in both digital and 3D that our guests are looking for."

IMAX offers cutting-edge digital 2D and 3D picture and sound technologies that deliver a superior movie-going experience on a larger screen with crystal-clear images and enhanced sound. IMAX theatres deliver the world's best cinematic presentations using proprietary IMAX, IMAX® 3D, and IMAX DMR® technology, creating an immersive experience that will make guests feel like they are a part of the movie.

"Today's announcement highlights our commitment to expanding in the Canadian market, and to continuing our successful work with key partners like Empire Theatres," said IMAX CEO Richard L. Gelfond. "With these three new systems, we are scheduled to have 22 commercial theatres operating in Canada by November, more than double the size of our Canadian commercial theatre network as of November 2010."



The Empire Theatres Country Hills, AB, Empire Theatres Kitchener, ON and Empire Theatres Bayers Lake, NS locations will be open for *Harry Potter and the Deathly Hallows: Part 2: An IMAX 3D Experience* on July 15, 2011. The Empire Theatres Avalon Mall, NL location will be open in September 2011.

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**About Empire Theatres Limited:**

Empire Theatres Limited is a Canada-wide film exhibition company providing an exciting out-of-home entertainment experience including traditional film exhibition as well as other content using its digital and satellite capabilities.

Empire Theatres Limited is a 100% owned subsidiary of Empire Company Limited that owns and operates 50 theatres across Canada with 386 screens, including one IMAX theatre in Halifax, NS.

Empire Theatres Limited's corporate headquarters are located in Stellarton, NS, with regional offices in Halifax, NS; Toronto, ON; and Calgary, AB. With approximately 2,500 employees, Empire Theatres provides excellent employment opportunities for the youth of Canada in an exciting and energetic industry.

**About IMAX Corporation:**

IMAX Corporation is one of the world's leading entertainment and technology companies, specializing in the creation and delivery of premium, awe-inspiring entertainment experiences. With a growing suite of cutting-edge motion picture and sound technologies, and a globally recognized entertainment brand, IMAX is singularly situated at the convergence of the entertainment industry, innovation and the digital media world. The industry's top filmmakers and studios are utilizing IMAX theatres to connect with audiences in extraordinary ways, and as such, the IMAX network is among the most important and successful theatrical distribution platforms for major event films around the globe. The Company's new digital projection and sound systems - combined with a growing blockbuster film slate - are fueling the rapid expansion of the IMAX network in established markets such as North America, Western Europe, and Japan, as well as emerging markets such as China and Russia. IMAX theatres deliver the world's best cinematic presentations using proprietary IMAX®, IMAX 3D®, and IMAX DMR® (Digital Re-Mastering) technologies. IMAX DMR enables virtually any motion picture to be transformed into the unparalleled image and sound quality of The IMAX Experience®.

IMAX is headquartered in New York, Toronto and Los Angeles, with offices in London, Tokyo and Shanghai. As of March 31, 2011, there were 528 IMAX theatres (408 commercial, 120 institutional) operating in 46 countries.



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*This press release contains forward looking statements that are based on IMAX 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 IMAX, 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, new business initiatives, investments and operations in foreign jurisdictions, foreign currency fluctuations and IMAX's prior restatements and the related litigation and investigation by the SEC and the ongoing inquiry by the OSC. These factors and other risks and uncertainties are discussed in IMAX's most recent Annual Report on Form 10-K and most recent Quarterly Reports on Form 10-Q.*

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