



AMC Theatres® Brings the IMAX Experience® to Canada

PARANORMAL ACTIVITY 2 to Open at Four New IMAX® Auditoriums in Toronto and Ottawa on Oct. 22

Kansas City, Mo. (Oct. 19, 2010) - AMC Theatres (AMC), a leading theatrical exhibition and entertainment company, announces today that guests visiting AMC Courtney Park 16, AMC Whitby 24 and AMC Yonge & Dundas 24 in Toronto and AMC Kanata 24 in Ottawa will be able to enjoy PARANORMAL ACTIVITY 2 as part of The IMAX Experience® from IMAX Corporation (NASDAQ: IMAX; TSX: IMX) on Oct. 22.

"We are tremendously excited to open three IMAX auditoriums in Toronto and one in Ottawa," said Richard L. Gelfond, CEO, IMAX Corporation. "The addition of The IMAX Experience at these four AMC theatres builds upon our successful partnership with AMC as well as AMC's commitment to offer the best and broadest menu of entertainment choices for guests seeking an unparalleled experience."

The IMAX Experience combines crystal-clear images, powerful digital sound and customized theatre geometry to create a uniquely immersive movie experience. The IMAX auditoriums at these theatres have been custom-designed for multiplexes. To maximize the field of view in the modified auditoriums, the screens were replaced with a larger, slightly curved and specially treated IMAX screens positioned closer to the audience.

Additionally, IMAX's digital projection system combines two digital projectors with IMAX's proprietary image enhancer and custom lenses to create an image with greater clarity, brightness and contrast. The images on screen are complemented with IMAX's latest sound system, which features its proprietary loudspeaker technology and uncompressed digital sound. This system has ten times more dynamic range, cuts down on distortion and provides a sound quality that feels more immersive, especially with the added acoustic paneling that absorbs sound and removes echo.

These physical modifications combine with IMAX's digital projection systems and high-quality audio to maximize the experience for guests so they feel as if they are "IN" the movie they are watching, such as PARANORMAL ACTIVITY 2, the suspenseful sequel to 2009's PARANORMAL ACTIVITY. After experiencing what they think are a series of "break-ins," the family in PARANORMAL ACTIVITY 2 sets up security cameras around their home, only to realize that the events unfolding before them are more sinister than they seem.

PARANORMAL ACTIVITY 2 is just one example of movies that have been digitally re-mastered into IMAX's format exclusively for presentation in the IMAX auditorium. Other upcoming Hollywood movies to be released in IMAX's format include: MEGAMIND (Nov. 5), HARRY POTTER AND THE DEATHLY HALLOWS PART 1 (Nov. 19) and TRON: LEGACY (Dec. 17). Please note that movie titles at some locations are subject to change.

The combination of IMAX's revolutionary digital projection system, customized theatre geometry, specially designed screen and powerful digital audio system with AMC's guest service and innovative products and amenities will make these four AMC theatres the No. 1 destinations for entertainment in Toronto and Ottawa.

The opening of the IMAX auditoriums at these AMC theatres is part of a joint-venture agreement by AMC and IMAX to install more than 115 IMAX digital projection systems at AMC locations in major U.S. markets and Canada. In addition to IMAX-formatted movies, AMC also delivers other types of entertainment to guests, including live and pre-recorded alternative content events.

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About AMC Entertainment Inc.

Headquartered in Kansas City, Mo., AMC Entertainment Inc. is a leading theatrical exhibition and entertainment company. With a history of industry leadership and innovation dating back to 1920, the company today serves hundreds of millions of guests annually through interests in 382 theatres with 5,342 screens in five countries. www.AMCTheatres.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[®] 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, 2010, there were 447 IMAX theatres (325 commercial, 122 institutional) operating in 47 countries.

IMAX[®], IMAX[®] 3D, IMAX DMR[®], An IMAX 3D Experience[®] and The IMAX Experience[®] 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/imaxnews) and YouTube (www.youtube.com/imaxmovies).

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