

# **Marvel Entertainment and Paramount Pictures' Iron Man 2 to be Released to Select IMAX(R) Theatres on May 7, 2010**

## **Follow-Up to the 2008 Blockbuster to Get IMAX Treatment**

LOS ANGELES, Jan 14, 2010 (GlobeNewswire via COMTEX) -- IMAX Corporation (Nasdaq:IMAX) (TSX:IMX), Marvel Entertainment and Paramount Pictures today announced that the highly-anticipated action-adventure Iron Man 2, directed by Jon Favreau and starring Robert Downey, Jr., will be released to digital IMAX® theatres simultaneously with the film's worldwide release on May 7, 2010. The film's limited IMAX release will be digitally re-mastered into the image and sound quality of The IMAX Experience® with IMAX DMR® technology. Iron Man 2, the sequel to Marvel's box office hit Iron Man, will be distributed by Paramount Pictures.

"The success of the first Iron Man movie catapulted the franchise from the comic books to theatre screens, and we're excited that the IMAX format will offer fans an even more immersive way to experience the sequel," said Tim Connors, Chief Operating Officer, Marvel Studios.

"Iron Man 2 is a fantastic addition to our growing film slate for 2010, which is filling out faster than any previous year," said IMAX CEO Richard L. Gelfond. "The rollout of our digital projection system has enabled us to add more films to the slate, and we're very excited to partner with Marvel and Paramount on this next installment of the incredible Iron Man franchise."

"We're thrilled to once again be working with Paramount and our long time friends at Marvel Entertainment as we help to bring their characters to life in IMAX," said Greg Foster, Chairman and President of IMAX Filmed Entertainment. "The combination of Marvel's iconic Iron Man story, Jon Favreau's brilliant vision and Paramount Pictures' talented team coupled with IMAX will make for a wild cinematic experience."

Based on Marvel's iconic Super Hero, Iron Man 2 continues the story of the 2008 summer box office blockbuster Iron Man, the first feature film to be produced independently by Marvel Studios. The first film in the franchise has grossed over a half billion dollars worldwide at the box office. The IMAX release will be digitally re-mastered into the image and sound quality of The IMAX Experience with proprietary IMAX DMR (Digital Re-mastering) technology. The crystal-clear images coupled with IMAX's customized theatre geometry and powerful digital audio create a unique environment that will make audiences feel as if they are in the movie.

### **About Marvel Entertainment**

Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of over 5,000 characters featured in a variety of media over seventy years. Marvel utilizes its character franchises in licensing, entertainment (via Marvel Studios and Marvel Animation) and publishing (via Marvel Comics). Marvel's strategy is to leverage its franchises in a growing array of opportunities around the world, including feature films, consumer products, toys, video games, animated television, direct-to-DVD and online. For more information visit [www.marvel.com](http://www.marvel.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 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>

### **About Paramount Pictures Corporation**

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom

(NYSE:VIA) (NYSE:VIA-B), a leading content company with prominent and respected film, television and digital entertainment brands. The company's labels include Paramount Pictures, Paramount Vantage, Paramount Classics, MTV Films, and Nickelodeon Movies. PPC operations also include Paramount Digital Entertainment, Paramount Famous Productions, Paramount Home Entertainment, Paramount Pictures International, Paramount Licensing Inc., Paramount Studio Group, and Worldwide Television Distribution.

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