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IMAX AND UCI ITALIA TO LAUNCH LARGEST IMAX SCREEN IN ITALY FEATURING IMAX'S NEXT-GENERATION LASER TECHNOLOGY

First IMAX with Laser System in Italy to Open June 24 at Landmark Oriocenter in Azzano

ROME – June XX, 2017 ó IMAX Corporation (NYSE:IMAX) and UCI Italia, Italy's largest cinema circuit, today announced that guests visiting the Oriocenter mall in Azzano can soon enjoy the world's most immersive cinematic experience when UCI Italia's new IMAX® theatre opens June 24. The theatre, which will launch with the theatrical release of Michael Bay's *Transformers – The Last Knight*, will feature Italy's first-ever IMAX® with Laser system as well as the largest IMAX screen in the country, ushering in a new era of immersive moviegoing in Italy.

IMAX with Laser represents a quantum leap forward in cinema technology, providing audiences with the sharpest, brightest, clearest and most vivid digital images ever, combined with a whole new level of immersive audio.

UCI Orio is the 49th multiplex of the circuit and is located within Oriocenter, the largest shopping mall in Italy and one of the largest in Europe. UCI Orio features 14 fully digital screens (five of which are 3D-enabled), with a Dolby Digital Surround audio system. It offers a total of 2,500 seats, including 472 extra-wide VIP seats and 34 seats for those with disabilities.

In addition to the IMAX theatre, the cinema's strengths include: the new cafeteria concept branded "Backstage Café", a wide range of films and showtimes, SKIN UCICARD - the only loyalty scheme in Italian cinema industry offering discounts and free tickets, the **Cinefans** pre-paid cards with five discounted tickets included, "skip the queue" digital ticket-purchasing services; and ATM with the option to pay in cash at no additional charge.

UCI Orio is for everyone! The wide-ranging programme features; blockbusters alongside live and pre-recorded events, daily opening at 10 am, the perfect venue for children's birthday parties, arthouse films in the ESSAI SCREENINGS and films in English, special pricing for all guests on Sunday mornings, and on Tuesdays for women only.

"We are proud of our collaboration with IMAX which leads us to open this cinema where our guests can live the best cinematic experience in Italy through vivid, bright and clear images never seen before on screen and a powerful and truly immersive sound. All of these is the perfect synthesis of our mission: create inspiring entertainment experiences for every guest," said Andrea Stratta, Managing Director of UCI Cinemas. These are exciting times for UCI, since we joined the AMC family last year, and our guests will love the experiences we are investing in for the future. This includes a fantastic partnership with IMAX to create some of the best cinemas in Europe."

“We’ve been actively seeking a top-tier location where we could fit a purpose-built IMAX theatre to represent a flagship site for our brand in Italy. I’m delighted that we have accomplished this goal with Italy’s number-one exhibitor at such a premiere location,” said Giovanni Dolci, Vice President, Theatre Development and Worldwide Sales, IMAX Corporation. “The new UCI Italia IMAX theatre will offer moviegoers a truly immersive cinematic experience and make them feel as if they are part of today’s biggest blockbusters with our state-of-the-art laser projection technology. Together with our valued partner, we look forward to launching the next evolution in immersive entertainment for film fans in Italy.”

Designed from the ground up for IMAX’s largest screens, the dual 4K laser projection system is equipped with a new optical engine and suite of proprietary IMAX technologies capable of projecting an image with up to a 1.43:1 aspect ratio with maximum resolution and sharpness, unparalleled 2D and 3D brightness, industry-leading contrast, and an expanded color gamut that will allow filmmakers to present more vivid and exotic colors than ever before.

The new system also includes IMAX’s next-generation sound technology that delivers even greater power and precision for ultimate audio immersion. It has been upgraded to 12 discrete channels plus sub-bass, and includes additional side channels as well as new overhead channels that will improve the system’s ability to position sounds around the audience and further ensure every seat is the best in the house.

Continuing the legacy begun by his use of the 15 perf 65mm IMAX® cameras in *The Dark Knight*, *The Dark Knight Rises* and *Interstellar*, acclaimed director Christopher Nolan has once again captured several sequences of *Dunkirk* using IMAX® film cameras. Exclusively in IMAX, these sequences will expand to fill the entire IMAX screen with unprecedented crispness and clarity for a truly immersive experience for moviegoers.

In April, the Company signed a 25-theatre agreement with UCI Italia’s parent company, AMC Theatres and ODEON Cinemas Group, marking its largest European deal to date. The new IMAX theatres will be located at ODEON Cinemas Group locations throughout Europe including Italy.

About UCI Italia

UCI Italy is the largest and most popular cinema operator in Italy, part of ODEON Cinemas Group, the largest cinema circuit in Europe. Since 2016 it has been part of AMC Theatres, the largest movie exhibition company in the U.S., in Europe and throughout the world with approximately 1,000 theatres and 11,000 screens across the globe. ODEON Cinemas Group currently has multiplex cinemas in the UK, Ireland, Austria, Germany, Portugal, Spain, Sweden, Norway, Finland, the Baltic countries and, naturally, in Italy, where UCI CINEMAS is the leader with 49 multiplex, 495 screens and the largest market share. The mission of UCI CINEMAS is to create inspiring entertainment experience for every guest, thanks to the best in class audio and video standards of the projections, ultra-comfort and extra-wide VIP seats, and an steady focus on every stage of the customer journey: from the programming selections and scheduling to the promotional and loyalty strategies, from the customer service experience to the designing of new services and products geared towards all cinema lovers.

About IMAX Corporation

IMAX, an innovator in entertainment technology, combines proprietary software, architecture and equipment to create experiences that take you beyond the edge of your seat to a world you’ve never imagined. Top filmmakers and studios are utilizing IMAX theatres to connect with audiences in extraordinary ways, and, as such, IMAX’s network is among the most important and successful theatrical distribution platforms for major event films around the globe.

IMAX is headquartered in New York, Toronto and Los Angeles, with offices in London, Dublin, Tokyo, Shanghai and Beijing. As of March 31, 2017, there were 1,226 IMAX theaters (1,121 commercial multiplexes, 14 commercial destinations and 91 institutions) in 75 countries. On Oct. 8, 2015, shares of IMAX China, a subsidiary of IMAX Corp., began trading on the Hong Kong Stock Exchange under the stock code 0HK.1970.

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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. These 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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