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THE IMAX EXPERIENCE® COMES TO RAVE BRENTWOOD 14

(Dallas, TX)— **Rave Motion Pictures'** state of the art 14-screen all stadium, all digital projection movie theater and the world's most immersive movie experience are uniting at Rave Motion Pictures in Brentwood, California. **Rave Brentwood 14 + IMAX** will open on Friday, April 29th with **Fast Five: An IMAX Experience**. Rave Brentwood 14 is located at the Highway 4 Bypass and Sand Creek Road, convenient to Antioch, Pittsburg, Brentwood, Rio Vista, Discovery Bay and other East Bay communities. Rave's **70,000 square foot** complex is part of a 400,000 sq. ft. lifestyle center, *The Streets of Brentwood*. This gorgeous development by Continental Real Estate and Retail West features sixty specialty retailers, a bookstore and several casual and upscale restaurants.

IMAX Corporation and Rave Motion Pictures have reached a deal in which Rave will install 13 digital IMAX® theaters at existing Rave locations in Alabama, California, Connecticut, Florida, Illinois, Indiana, Iowa, Louisiana, Ohio, Pennsylvania, and Tennessee.

Each of the Rave IMAX auditoriums will be completely customized for The IMAX Experience®, and will feature IMAX's latest projection technology, audio system, and customized theatre geometry. IMAX projection systems combine the power of two digital projectors with custom lenses and IMAX's proprietary image enhancement technology to deliver an image of clarity, brightness, and contrast far above ordinary projection standards, in both 2D and IMAX® 3D. IMAX's powerful audio system uses laser-aligned digital sound and proprietary loudspeaker technology to ensure every theatre seat is in a good listening position. IMAX's patented customized theatre geometry, with its larger, slightly curved and specially treated screen, positioned closer to the audience, maximizes your field of view, putting you *IN* the movie. The images and sound of every movie that plays in the IMAX theatre is enhanced using IMAX's proprietary digital re-mastering technology.

IMAX COMES TO RAVE Brentwood 14 cont'd

"It's very clear that consumers associate the IMAX brand with the best way to go to the movies, and we believe that sentiment fits ideally with the direction and image of the Rave brand," said Tom Stephenson, Vice Chairman, Rave Cinemas, LLC. "Many factors contributed to our decision to expand our IMAX business, including the ongoing success of Hollywood films in the format, the impressive film slate, and the favorable economics of IMAX's digital projection system."

Upcoming IMAX releases that will be shown at the **Rave Brentwood 14 + IMAX** include the following: Fast Five (April 29), Thor (May 6), Pirates of the Caribbean in IMAX 3D (May 20), Super 8 (June 10), Cars 2 in IMAX 3D (June 24), Transformers in IMAX 3D (July 1) and Harry Potter 7 Part 2 in IMAX 3D (July 15).

Rave Motion Pictures' exacting standards create unobstructed viewing utilizing 18-inch risers. There is a remarkable 48 inches between rows for maximum legroom and ease of motion. Every auditorium has the finest in digital projection and digital surround sound equipment. **Rave Brentwood** boasts 14 auditoriums and features luxurious rocker seats with retractable cup holder armrests for convenience and/or cuddling. **Rave** features wall-to-wall screens in every auditorium, and the accessible seating is designated in prime viewing areas, and the larger auditoriums have elevator access. The **Rave Motion Pictures' Brentwood 14** staff is trained to provide top-notch service to complement a luxurious moviegoing experience. Multiple concession stands are strategically located for better service, and a party room is available for birthdays, corporate and private events. The theater has 24-hour ticket kiosks and online ticketing at **www.ravemotionpictures.com**

Rave Motion Pictures is the fifth largest domestic circuit by box office gross and number of screens. Since its founding by Thomas W. Stephenson, Jr. in 1999, Rave Motion Pictures has been dedicated to enriching the movie-going experience for audiences across the country. Rave Motion Pictures has set the industry standard for customer service and comfort and is a pioneer in the adoption of current digital and 3-D technology and a leader in alternative content programming from live sports to concerts to opera.

IMAX COMES TO RAVE Brentwood 14 cont'd

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 theaters 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 September 30, 2010, there were 470 IMAX theatres (348 commercial, 122 institutional) operating in 45 countries.

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