



FOR IMMEDIATE RELEASE

Contact: Dana McGough 205.368.5741

dana@daviddenny.com

For IMAX: Jackson Myers 905-403-6414

Director, Corporate Communications IMAX Corporation

jmyers@imax.com

IMAX COMES TO THE RAVE AT EAST RIDGE

(*Birmingham, AL*)—The ultimate stadium theater and the world's most immersive movie experience are uniting at the Rave East Ridge in Chattanooga. The **Rave East Ridge 18 IMAX** is scheduled to open in time for the release of Harry Potter 7: The Deathly Hallows Pt. 1, on November 19.

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

Each of the 13 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 digitally re-mastering technology.

"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, President and Chief Executive Officer, 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 East Ridge 18 IMAX** include the following: *Tron: Legacy* (in IMAX 3D), *The Green Hornet* (in IMAX 3D), *Mars Needs Moms* (in IMAX 3D), *Sucker Punch*, *Born to Be Wild*, *Pirates of the Caribbean*:

IMAX COMES TO EAST RIDGE cont'd

On Stranger Tides (in IMAX 3D), Fast Five (The Fast and the Furious 5), Cars 2 (in IMAX 3D), Harry Potter and the Deathly Hallows Pt. 2 (in IMAX 3D).

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. The 83,000 sq. ft. theater boasts 18 auditoriums ranging in size from 462 seats to 105 seats, for a total of 4,100 seats. **Rave** 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' East Ridge 18** staff is trained to provide top-notch service to complement a luxurious movie going 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 currently 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 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(R) 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.

For more information contact Jeremy Devine, Vice President of Marketing, Rave Motion Pictures. jdevine@ravemotionpictures.com or call 214-880-6360