



IMAX and Cineplex Launch Canada's First IMAX VR Centre at *Scotiabank Theatre Toronto*

*State-of-the-Art Facility Provides Guests with Immersive
VR Experiences in Highly Social Environment*

TORONTO, ON, November 17, 2017 – IMAX® Corporation (NYSE: IMAX), an innovator in entertainment technology, and Cineplex (TSX: CGX), a leading entertainment and media company, today unveiled the new IMAX VR Centre (“The Centre”) at *Scotiabank Theatre Toronto*. The Centre, which marks the first launched in Canada, delivers guests immersive, multi-dimensional, virtual reality experiences, including movie entertainment content and games.

Located in the lobby at Cineplex’s *Scotiabank Theatre Toronto*, The Centre features a unique combination of technology and world-class content that lets users see, feel, move and play in new worlds in an immersive and realistic way. Leveraging premium VR headset technology, 360-degree sound and sophisticated room tracking, players will be instantly transported into new and interactive virtual worlds.

“We are excited to be launching Canada’s first IMAX VR Centre at such an iconic location as the *Scotiabank Theatre Toronto* with our longstanding partner, Cineplex,” said Mark Welton, President, IMAX Theatres.

“Together, we look forward to ushering in the next evolution of immersive entertainment and bringing the highly social and interactive IMAX VR experience to audiences in Toronto.”

“As one of our country’s leading entertainment destinations, we are always looking for new ways to evolve and offer a variety of innovative experiences to our guests,” said Ellis Jacob, President and CEO, Cineplex.

“We are proud to continue our partnership with IMAX for the launch of Canada’s first VR Centre and excited to demonstrate once again that we are more than just movies.”

From the Players’ Lounge to the 10 futuristic pods, The Centre is a state-of-the-art facility that enables multiple players to enjoy highly interactive, exciting, moveable VR experiences in a social environment. The pods, which are designed to optimize user mobility and interaction in virtual environments, can be adapted for specific content experiences – whether single or multi-user.

Through its numerous partnerships with leading filmmakers, content creators and gaming producers, IMAX will provide The Centre an ongoing array of the most cutting-edge, immersive, multi-dimensional VR experiences that are each expected to range between 7 and 15 minutes in length. Content experiences coming to The Centre at Cineplex's *Scotiabank Theatre Toronto* include Ubisoft's *Star Trek™: Bridge Crew Rescue at Perseph*, *Skydance's Archangel* and *Justice League: An IMAX VR Exclusive*.

Tickets for all available IMAX VR experiences can be purchased on-site at The Centre. For more information, visit: Cineplex.com/VR

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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 Sept. 30, 2017, there were 1,302 IMAX theatre systems (1,203 commercial multiplexes, 13 commercial destinations, 86 institutional) operating 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 "HK.1970."

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About Cineplex

A leading entertainment and media company, Cineplex (TSX:CGX) is a top-tier Canadian brand that operates in the Film Entertainment and Content, Amusement and Leisure, and Media sectors. As Canada's largest and most innovative film exhibitor, Cineplex welcomes 75 million guests annually through its circuit of 163 theatres across the country. Cineplex also operates successful businesses in digital commerce (CineplexStore.com), food service, alternative programming (Cineplex Events), cinema media (Cineplex Media), digital place-based media (Cineplex Digital Media), amusement solutions (Player One Amusement Group) and an online eSports platform for competitive and passionate gamers (WorldGaming.com). Additionally, Cineplex operates a location based entertainment business through Canada's newest destination for 'Eats & Entertainment' (The Rec Room), and will also be opening new complexes specially designed for teens and families (Playdium) as well as exciting new sports and entertainment venues in communities across the country (Topgolf). Cineplex is a joint venture partner in SCENE, Canada's largest entertainment loyalty program.

Proudly recognized as having one of the country's Most Admired Corporate Cultures, Cineplex employs approximately 13,000 people in its offices across Canada and the United States. To learn more visit Cineplex.com or download the Cineplex App.

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