



**FOR IMMEDIATE RELEASE**

**SEE WARNER BROS.' 300 IN IMAX®  
AT SELECT CINEPLEX ENTERTAINMENT THEATRES  
Opens on Friday March 9, 2007**

**Toronto, ON (CGX.UN) March 2, 2007** – Audiences will be battling it out to get the first look at *300* in IMAX when it opens at select Cineplex Entertainment theatres across the country on Friday March 9, 2007. Digitally re-mastered into the unparalleled image and sound quality of The IMAX Experience® with proprietary IMAX DMR® (digital re-mastering) technology, *300: The IMAX Experience* will debut concurrently with the nationwide 35mm release from Warner Bros. Pictures.

This highly anticipated visual epic will transport audiences virtually into the land of Ancient Greece where they will experience the intensity of battle as 300 Spartans fight for freedom and glory on the giant screen. Based on the graphic novel by Frank Miller, "300" is a ferocious retelling of the ancient Battle of Thermopylae, in which King Leonidas (Gerard Butler) and 300 Spartans fought to the death against Xerxes and his massive Persian army. Facing insurmountable odds, their valor and sacrifice inspire all of Greece to unite against their Persian enemy, drawing a line in the sand for democracy. The film brings Miller's (Sin City) acclaimed graphic novel to life by combining live action with virtual backgrounds that capture his distinct vision of the ancient historic tale.

"When you make a film, you see the images over and over again and in some ways you get desensitized to their impact. Seeing *300* in IMAX was like seeing the film for the first time and it totally blew my mind. It's that experience I want the audience to have," says director Zack Snyder.

Warner Bros. Pictures presents, in association with Legendary Pictures and Virtual Studios, a Mark Canton / Gianni Nunnari Production, "300." Directed by Zack Snyder, the film stars Gerard Butler, Lena Headey, David Wenham and Dominic West. The screenplay is written by Zack Snyder & Kurt Johnstad and Michael B. Gordon, based on the graphic novel by Frank Miller and Lynn Varley. "300" is produced by Gianni Nunnari, Mark Canton, Bernie Goldmann and Jeffrey Silver, with Deborah Snyder, Frank Miller, Craig J. Flores, Thomas Tull, William Fay and Benjamin Waisbren serving as executive producers.

Advanced tickets are now on sale online at [www.cineplex.com](http://www.cineplex.com) as well as at the following select Cineplex Entertainment theatre box offices across the country:

**Scotiabank Theatre Toronto (formerly  
Paramount Toronto)**  
259 Richmond St. W  
Toronto, ON

**Colossus Vaughan Cinemas**  
3555 Hwy #7 West  
Vaughan, ON

**Coliseum Mississauga Cinemas**

309 Rathburn Rd. W  
Mississauga, ON

**SilverCity Edmonton Cinemas**

8882-170 St.  
Edmonton, AB

**SilverCity Riverport Cinemas**

14211 Entertainment Way  
Richmond, BC

**SilverCity Gloucester Cinemas**

2385 City Park Drive  
Gloucester, ON  
(\*\*English version only)

**Paramount Calgary Chinook Cinemas**

6455 Macleod Trail SW  
Calgary, AB

**Colossus Langley Cinemas**

20090 91A Ave.  
Langley, BC

**Paramount Montréal Cinemas**

977 Ste-Catherine W  
Montreal, PQ  
(\*\*English version only)

**About IMAX Corporation**

IMAX Corporation is one of the world's leading entertainment technology companies, specializing in digital and film-based 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 remastering technology that allows it to transform digitally virtually any conventional motion picture into the unparalleled image and sound quality of The IMAX Experience. IMAX's renowned projectors display crystal-clear images on the world's biggest screens, and the IMAX brand is recognized throughout the world for extraordinary and immersive entertainment experiences for consumers. As of September 30, 2006, there were 280 IMAX theatres operating in 40 countries.

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**About Cineplex Entertainment LP**

Headquartered in Toronto, Canada, Cineplex Entertainment LP owns, leases or has a joint venture in 128 theatres with 1,290 screens serving 60 million guests annually. Cineplex Entertainment LP is the largest motion picture exhibitor in Canada operating theatres with the following brands: Cineplex Odeon, Galaxy, Famous Players (including Coliseum, Colossus and SilverCity) and Scotiabank Theatre Toronto. The units of Cineplex Galaxy Income Fund, which owns approximately 59.7% of Cineplex Entertainment LP, are traded on the Toronto Stock Exchange (symbol CGX.UN). For more information, visit us at [www.cineplex.com](http://www.cineplex.com).

- 30 -

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