



## Georgia Theatre Company and IMAX Expand Partnership with Five New IMAX With Laser Locations Across Southeastern U.S.

May 27, 2026

### *Georgia Theatre Company Exponentially Grows IMAX Footprint with Second Agreement in Two Years*

NEW YORK--(BUSINESS WIRE)--May 27, 2026-- IMAX Corporation (NYSE: IMAX) and Georgia Theatre Company (GTC) today announced an agreement for five new state-of-the-art IMAX® with Laser locations across the southeastern United States. The deal significantly expands the companies' existing partnership, which kickstarted with the opening of Georgia Theatre Company's first IMAX location in Athens, Georgia in 2025.

The agreement will bring five new IMAX locations across Georgia, North Carolina and South Carolina, including to Myrtle Beach, a popular year-round tourist destination. Two locations will open in 2027, with the additional locations opening in 2028 and 2029.

"The IMAX experience continues to redefine what audiences expect when they go to the movies," said Bo Chambliss, President of Georgia Theatre Company. "The response to our first IMAX location exceeded our expectations and reinforced our belief that guests are seeking immersive, high-quality theatrical experiences that cannot be replicated at home. Expanding our partnership with IMAX allows us to continue investing in presentation, innovation, and the long-term future of moviegoing across the communities we serve."

"IMAX is driving significant network and box office growth across the Southeast in recent years as it unlocks new expansion opportunities in the United States — thanks in large part to forward-thinking, customer-first regional exhibitors like Georgia Theatre Company," said Rich Gelfond, CEO of IMAX. "Georgia Theatre Company has built a strong, well-earned reputation for operating excellent multiplexes that prioritize presentation, and we are excited to deepen our partnership and expand our offering for its customers."

This agreement comes on the heels of a strong run at the North American box office for IMAX. The Company notched its highest-grossing year ever at the Domestic box office in 2025 — up 14% over the previous record set in 2023 — and has continued its momentum with 75% year-over-year growth in the first quarter. The summer blockbuster season is off to a strong start ahead of a very promising *Filmed For IMAX* slate, which includes Universal/Syncopy's "The Odyssey" and Warner Bros./Legendary's "Dune: Part Three" through the rest of the year.

The new Georgia Theatre Company IMAX locations will be equipped with IMAX with Laser, IMAX's most advanced cinema experience. Developed from the ground up for maximum immersion, IMAX with Laser delivers crystal-clear 4K images, precision audio, and state-of-the-art projection technology, setting a new standard for moviegoing. The system features a groundbreaking optical engine, custom-designed lenses, and proprietary IMAX technology that delivers brighter images, deeper contrast, and the widest range of colors exclusively to IMAX screens.

### **About Georgia Theatre Company**

Georgia Theatre Company is an employee-owned motion picture exhibition company operating 269 screens at 24 locations across Georgia, Florida, South Carolina, North Carolina and Virginia. The company combines a longstanding commitment to exceptional presentation, guest service, and community engagement with a forward-looking focus on premium moviegoing experiences, including IMAX, luxury amenities, expanded food and beverage offerings, and next-generation cinema technologies. As the only 100% employee-owned theatre circuit in the United States, Georgia Theatre Company's employee-owners are directly invested the long-term success of the company and in delivering outstanding experiences for moviegoers in the Southeast.

### **About IMAX Corporation**

IMAX (NYSE: IMAX) is a global leader in entertainment technology, delivering immersive cinematic experiences through proprietary software, architecture, and projection systems. Filmmakers, studios, and artists worldwide use IMAX to connect with audiences at scale, making its network one of the most powerful platforms for blockbuster events and entertainment.

Headquartered in New York, Toronto, and Los Angeles, IMAX operates 1,865 systems across 91 countries and territories as of March 31, 2026. IMAX China Holding, Inc., a subsidiary of IMAX Corporation, trades on the Hong Kong Stock Exchange under stock code "1970." IMAX and related marks are trademarks of IMAX Corporation. For more information, visit [www.imax.com](http://www.imax.com).

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