

**ATTN: MEDIA OUTLETS**

**For Immediate Release: Monday, February 25, 2008**

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# HOW DO YOU GET READY FOR THE ULTIMATE MOVIE EXPERIENCE?

**Who:** IMAX<sup>®</sup> THEATRE at the KERASOTES STAR COUNCIL BLUFFS 16

**What:** IMAX First Look - In preparation of the upcoming Grand Opening, the Kerasotes Star Council Bluffs 16 is inviting media to get a first look as the massive 40' x 70' screen is raised!

**When:** Noon  
Thursday, February 28, 2008

**Where:** Kerasotes Star Council Bluffs 16  
3220 23<sup>rd</sup> Avenue (Intersection of I-80 & I-29), Council Bluffs, IA 51503  
712-325-8924

- IMAX Theatre Kerasotes Star Council Bluffs 16: Seating capacity – 335; Screen size – 40' tall and 70' wide; IMAX addition – 8300 square feet; Highest point of building – 49'.
- IMAX theatres are specifically designed to present stunning images of exceptional quality and clarity. These images fill a viewer's peripheral vision, and together with IMAX's proprietary digital surround sound system and unique theatre designs, create "The IMAX Experience<sup>®</sup>," which makes audiences feel as if they are *IN* the movie.
- IMAX<sup>®</sup> 3D theatres feature the most immersive 3D cinema technology ever created, enabling images to leap off the screen, right into the laps of the audience.
- The 15/70 film frame used by IMAX is ten times larger than conventional 35mm film. The sheer size of a 15/70 film frame, combined with the unique IMAX projection technology, is the key to the extraordinary sharpness and clarity of films exhibited in IMAX theatres.
- IMAX Theatre Kerasotes Star Council Bluffs 16 will open to the public with it's first IMAX feature on April 4, 2008 (SHINE A LIGHT).

For additional IMAX questions contact:

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**Your media coverage is invited and welcome!**