



**FOR IMMEDIATE RELEASE**  
**April 28, 2008**

## **NEWS RELEASE**

**For More Information:**  
**Natividad Lewis 704-348-1972**

### **“Speed Racer: The IMAX<sup>®</sup> Experience”**

### **Revs Up the Action at Discovery Place**

***New film takes guests on high-velocity, thrill ride on the Carolinas’ largest movie screen beginning Friday, May 9***

CHARLOTTE, N.C. – Audiences will experience a high-velocity thrill ride when the high-octane, live-action, family adventure “Speed Racer: The IMAX<sup>®</sup> Experience” opens in *The Charlotte Observer* IMAX<sup>®</sup> Dome Theatre at Discovery Place beginning **Friday, May 9**.

From the Wachowski brothers and producer Joel Silver, the creators of “The Matrix” trilogy, comes the re-envisioning of an enduring classic that blends live-action with groundbreaking visual effects. Digitally re-mastered into the unparalleled image and sound quality of The IMAX Experience<sup>®</sup> with IMAX DMR<sup>®</sup> (Digital Re-mastering) technology, “Speed Racer: The IMAX Experience” puts audiences in the “fast lane” for an action-packed, totally-immersive, cinematic experience. “Speed Racer: The IMAX Experience” will debut concurrently with the nationwide 35mm release from Warner Bros. Pictures on May 9.

“We shot ‘Speed Racer’ in pure digital cinema for super clean images and ultrahigh resolution, which will make the IMAX experience even more spectacular for audiences,” said producer Joel Silver.

Based on the classic series created by anime pioneer Tatsuo Yoshida, “Speed Racer” will showcase the kind of revolutionary visual effects and cutting-edge storytelling that have become the benchmarks of the Wachowski brothers’ films.

The film follows the young racecar driver, Speed Racer (Emile Hirsch), in his quest for glory in his thunderous Mach 5. Hurling down the track, careening around, over and through the competition, Speed is a natural behind the wheel. Born to race cars, Speed is aggressive, instinctive and most of all, fearless. His only real competition is the memory of the brother he idolized, the legendary Rex Racer - whose death in a race has left behind a legacy that Speed is driven to fulfill.

Speed is loyal to the family racing business, led by his father, Pops Racer (John Goodman), the designer of Speed’s Mach 5. When Speed turns down a lucrative and tempting offer from Royalton Industries, he not only infuriates the company’s maniacal owner (Roger Allam) but uncovers a terrible secret — some of the biggest races are being fixed by a handful of ruthless moguls who manipulate the top drivers to boost profits. If Speed won’t drive for Royalton, Royalton will see to it that the Mach 5 never crosses another finish line.

**“Speed Racer: The IMAX® Experience”  
Revs Up the Action at Discovery Place  
Page 2**

The only way for Speed to save his family’s business and the sport he loves is to beat Royalton at his own game. With the support of his family and his loyal girlfriend, Trixie (Christina Ricci), Speed teams with his one-time rival — the mysterious Racer X (Matthew Fox) — to win the race that had taken his brother’s life; the death-defying, cross-country rally known as The Crucible.

Yet, the ultimate test of Speed Racer’s true racing grit will be at the pinnacle event of the World Racing League — the Grand Prix. But standing between Speed and the checkered flag are the world’s best and most cutthroat competitors, fueled by a million dollar bounty from Royalton to the driver who takes Speed out once and for all.

The film stars Emile Hirsch; Christina Ricci; John Goodman; Susan Sarandon; Matthew Fox; Benno Fürmann; Hiroyuki Sanada; Asian pop superstar, Rain - making his American feature film debut and Richard Roundtree.

**“Speed Racer: The IMAX Experience” runs from Friday, May 9 – Thursday, June 5, 2008.** Tickets to “Speed Racer: The IMAX Experience” are \$11 for ages 14-59, \$9 for ages 2-13 and 60+ and are free for children younger than 2. Group and Member discounts also are available. Visit [discoveryplace.org](http://discoveryplace.org) or call 800-935-0553 for showtimes. Concessions, including popcorn, beverages and candy are available during movie showings.

“Speed Racer” is a Warner Bros. Pictures presentation, in association with Village Roadshow Pictures, of a Silver Pictures Production, in association with Anarchos Productions.

“Speed Racer” has been rated PG by the MPAA for sequences of action, some violence, language and brief smoking.

[www.speedracermovie.com](http://www.speedracermovie.com)

### **About Discovery Place**

Discovery Place is located in uptown Charlotte at 301 N. Tryon Street. Convenient parking is available in the science center’s parking garage – the Carol Grotnes Belk Complex – at the corner of Sixth and Church streets. For more information about Discovery Place, guests should call 704-372-6261 or visit [discoveryplace.org](http://discoveryplace.org).

One of the top hands-on science museums in the nation, Discovery Place provides ever-changing, entertaining facilities that foster experiences in areas that range from life science to space exploration. More than a half-million people from all over the United States visit Discovery Place, its IMAX® Dome Theatre and Charlotte Nature Museum each year. Discovery Place is supported, in part, with a Basic Operating Grant from the Arts & Science Council.

### **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

**“Speed Racer: The IMAX® Experience”  
Revs Up the Action at Discovery Place  
Page 3**

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.

IMAX®, IMAX® 3D, IMAX DMR®, IMAX MPX® and The IMAX Experience® are trademarks of IMAX Corporation. More information on the Company can be found at [www.imax.com](http://www.imax.com).

###