

## **Michael Bay's "Transformers: Age of Extinction" Strides into Hong Kong for the City's Historic First World Premiere of a Hollywood Blockbuster on June 19, 2014**

HOLLYWOOD--(BUSINESS WIRE)-- Paramount Pictures' world premiere of Michael Bay's highly-anticipated film, "TRANSFORMERS: AGE OF EXTINCTION," will have its world premiere in Hong Kong at the Cultural Centre on Thursday, June 19<sup>th</sup>. The event will mark the biggest and first-ever global premiere of a Hollywood blockbuster staged in Hong Kong.

Bay and his star-studded cast, including Mark Wahlberg, Stanley Tucci, Kelsey Grammer, Nicola Peltz, Jack Reynor, Li Bingbing, Han Geng and the band IMAGINE DRAGONS, will be in town to walk the red carpet. Fans from around the world can soon vie for places at this glamorous event bordering the magnificent Victoria Harbour. The red carpet event for "TRANSFORMERS: AGE OF EXTINCTION" will begin at 4:30 p.m. (HKST) for spectators to cheer on the filmmakers, cast and crew to help celebrate the film's first ever showing anywhere in the world. This latest installment in the TRANSFORMERS franchise has set yet another bar for cinematic innovation.

The premiere in Hong Kong is exciting not only for the local community, but also for fans and members of the press from all the over the world who are expected to flock to the city to witness and cover the activities. The premiere will also feature a 21-foot tall *Optimus Prime* robot that has never been displayed anywhere, which fans are not to miss!

"We are very excited to be hosting the film's world premiere in Hong Kong where we were welcomed with great enthusiasm during production," said director Michael Bay. "It's the perfect location to unveil the film ahead of its worldwide opening later this month. I hope the people of Hong Kong and China enjoy how we've showcased much of the region's unique and iconic scenery in the movie."

Celebrating this movie milestone, the Grammy Award-winning band IMAGINE DRAGONS, who wrote the original song "BATTLE CRY" for "TRANSFORMERS: AGE OF EXTINCTION," will perform live on the rooftop of Harbour City following the film's screening, with the world-renowned Victoria Harbour as the backdrop, on June 19<sup>th</sup> at 9:45 p.m. (HKST).

The red carpet session and the IMAGINE DRAGONS live performance will also be streamed on [Yahoo](http://yhoo.it/1qTRu1G) (<http://yhoo.it/1qTRu1G>) in 24 markets, allowing fans across the globe to share in these first-ever moments held in Hong Kong.

"TRANSFORMERS: AGE OF EXTINCTION" is the fourth film in director Michael Bay's global blockbuster franchise. Produced By Don Murphy & Tom DeSanto, Lorenzo Di Bonaventura and Ian Bryce. Based on Hasbro's Transformers™ Action Figures. Written By Ehren Kruger. Directed By Michael Bay.

"TRANSFORMERS: AGE OF EXTINCTION" is produced by Paramount Pictures, with production assistance in mainland China by 1905 (Beijing) Network Technology Co., Ltd., China Movie Channel and Jiaflix Enterprises.

The film will release on Thursday, June 26<sup>th</sup>, 2014 in Hong Kong and on Friday, June 27<sup>th</sup>, 2014 in the U.S.

### **About Paramount Pictures Corporation**

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NASDAQ: VIAB, VIA), a leading content company with prominent and respected film, television and digital entertainment brands. Paramount controls a collection of some of the most powerful brands in filmed entertainment, including Paramount Pictures, Paramount Animation, Paramount Vantage, Paramount Classics, Insurge Pictures, MTV Films, and Nickelodeon Movies. PPC operations also include Paramount Home Media Distribution, Paramount Pictures International, Paramount Licensing Inc., and Paramount Studio Group.

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Source: Paramount Pictures

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