

## **Paramount to Release First Two Films on Digital Platforms under Unprecedented Flexible Distribution Plan**

***"Scouts Guide to the Zombie Apocalypse" and "Paranormal Activity: The Ghost Dimension" to be available for digital purchase on December 8 and December 15, respectively***

HOLLYWOOD, Calif.--(BUSINESS WIRE)-- Paramount Pictures announced today the home entertainment release dates of the first two films in the studio's groundbreaking digital revenue-sharing initiative with theatrical exhibitors. "SCOUTS GUIDE TO THE ZOMBIE APOCALYPSE" and "PARANORMAL ACTIVITY: THE GHOST DIMENSION" will debut on digital platforms for sale and rental beginning December 8 and December 15, respectively.

Under the revenue-sharing agreement with select theatrical exhibitors, the films were eligible to be released on home entertainment platforms 17 days after they dipped below 300 domestic theaters, giving consumers unprecedented early access to enjoy the movies at home following their theatrical runs. "PARANORMAL ACTIVITY: THE GHOST DIMENSION" was released in theaters on October 23<sup>rd</sup> and "SCOUTS GUIDE TO THE ZOMBIE APOCALYPSE" was released on October 30<sup>th</sup>.

"This innovative agreement with exhibitors enables us to make these two films available to home viewers much earlier than usual, following their natural lifecycle in theaters," said Megan Colligan, President of Worldwide Distribution and Marketing for Paramount Pictures. "This flexible distribution model allows us to maximize the revenue potential of these films, satisfy consumer demand through legitimate digital access, while respecting and preserving an exclusive theatrical window."

Exhibitors participating in the initiative—including AMC Theatres, Cineplex Entertainment, National Amusements, Alamo Drafthouse Cinema, Southern Theatres and Landmark Cinemas—will receive a percentage of any of the studio's digital revenue for the period of digital availability through 90 days from the initial U.S. theatrical release, with each exhibitor's share proportional to its theatrical gross market share.

### **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 Television, 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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