

Paramount Digital Entertainment and MTV to Launch Digital Feature, JACKASS 3.5, in March 2011

JACKASS 3.5 Follows the Worldwide Box Office Success of JACKASS 3D with All New Antics from Johnny Knoxville and Crew to Be Released Digitally

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Paramount Digital Entertainment in association with MTV, both part of Viacom Inc. (NYSE: VIA and VIA.B) announced today that it plans to add another original project to its popular digital programming line-up: JACKASS 3.5, which will premiere in March 2011.

(Photo: <http://photos.prnewswire.com/prnh/20101130/LA09516>)

The third installment of JACKASS from Paramount Pictures and MTV Films - JACKASS 3D - hit theaters on October 15, 2010 and has already grossed over \$155 million at the worldwide box office. The film stars Johnny Knoxville and the boys and was produced by Dickhouse Production's Jeff Tremaine and Spike Jonze, along with Knoxville. JACKASS 3.5, which was tailor-made for launch in digital media, will feature all new content, including never-before-seen stunts, pranks and other side-splitting antics by the JACKASS crew. New stunts and antics from JACKASS 3.5 will be released online weekly and then packaged together as a feature length film distributed digitally followed by other platforms including home video.

"I don't want to say that the JACKASS guys invented the Internet, but they were doing viral videos before most people had even heard the term. That distinguished heritage makes JACKASS the perfect franchise for digital," said Thomas Lesinski, President of Paramount Digital Entertainment. "When the JACKASS guys went to make JACKASS 3D, we proposed that we shoot a follow up to the successful JACKASS 2.5 digital feature alongside it, and everyone was up for it. In JACKASS 3.5, you are going to see an entire movie's worth of new stunts, new pranks and new gags, on whatever screen you choose."

"For JACKASS 3D we shot enough footage for two movies so a lot of great stuff didn't make it in the film. Luckily you will get to see those bits in 3.5. We also shot some additional footage in Europe specifically for 3.5. I have staples in my head right now to prove it. Woo hoo," said JACKASS co-founder and star Johnny Knoxville.

"It's been ten years since JACKASS first launched on MTV and there is still more poo, stunts and hilarity to go around on every screen imaginable," said Van Toffler, President, MTVN Music/Logo/Films Group. "Whenever the JACKASS crew gets together, you know there will be a plethora of valuable fragments of entertainment to satiate their fans, and JACKASS 3.5 will not disappoint as the latest installment in this fine franchise."

In 2007, Paramount Digital Entertainment & MTV released JACKASS 2.5, the first digital movie released by a studio that quickly became the most successful non-theatrical release in the studio's history. In the first few weeks of launch, the digital property garnered over 20 million views and was the #1 title on iTunes the week it launched.

The JACKASS franchise first debuted as an original television series on MTV from 2000 to 2002, launching the careers of Johnny Knoxville, Bam Margera and other now-popular personalities shown performing outrageous stunts and hysterical pranks. Since 2002, three successful JACKASS theatrical films have been produced and released by MTV Films and Paramount Pictures. JACKASS: THE MOVIE grossed more than \$64 million in the United States alone, and finished in the Number 1 spot at the box office in its opening weekend. JACKASS NUMBER TWO was released in September 2006 and like its predecessor, topped the box office in its debut weekend, and ultimately earned more than \$72 million in cumulative box office revenues. JACKASS 3D, released this October 2010 dominated the weekend box office opening to \$50 million in ticket sales, setting several records such as becoming the biggest opening ever for a non-scripted/documentary-esque film, the 10th highest opening comedy of all-time, notching the record for an October midnight gross with \$2.5 million, making it a special event for throngs of moviegoers.

The JACKASS franchise also includes a JACKASS: The Game video game for the PlayStation 2, PlayStation Portable and Nintendo DS. Its numerous DVD releases include JACKASS: VOL. 1, JACKASS: VOL. 2, JACKASS: THE MOVIE, JACKASS: VOL. 3, JACKASS: THE BOX SET, JACKASS NUMBER TWO, JACKASS 2.5, JACKASS WORLD PRESENTS: MATT HOFFMAN'S TRIBUTE TO EVIL KNIEVEL, and JACKASS: THE LOST TAPES.

About Paramount Digital Entertainment

Paramount Digital Entertainment (PDE) is a division of Paramount Pictures Corporation. PDE develops and distributes filmed entertainment across worldwide digital distribution platforms including online, mobile and portable devices, videogames, and emerging technologies.

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NYSE: VIA, VIA.B), a leading content company with prominent and respected film, television and digital entertainment brands. The company's labels include Paramount Pictures, Paramount Vantage, Paramount Classics, MTV Films and Nickelodeon Movies. PPC operations also include Paramount Digital Entertainment, Paramount Famous Productions, Paramount Home Entertainment, Paramount Pictures International, Paramount Licensing Inc., Paramount Studio Group and Paramount Worldwide Television Distribution.

MTV

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