

Paramount Home Entertainment Invites You to Experience the Intimate and Inspiring Story of One Boy Who Turned His Big Dreams Into Reality - JUSTIN BIEBER: Never Say Never

Bring Justin Home on FRIDAY, May 13 in a Blu-ray(TM)/DVD Combo with Digital Copy or a Standard DVD Including Exclusive New Footage

HOLLYWOOD, Calif., March 30, 2011 /PRNewswire via COMTEX/ --

The captivating and inspirational story of a small town boy who became a pop phenomenon through sheer talent and determination takes the stage when the feature film **JUSTIN BIEBER: Never Say Never** debuts on Blu-ray/DVD Combo and DVD Friday, May 13, 2011, from Paramount Home Entertainment. **JUSTIN BIEBER: Never Say Never** follows Bieber's journey from his early years to his rise from break-out internet sensation to global superstar, culminating in a sold-out show at the famed Madison Square Garden. Incorporating personal home footage that chronicles Bieber's prodigious talent from early childhood, the film also features all-star musical performers. **JUSTIN BIEBER: Never Say Never** is the highest grossing concert-themed film ever in U.S. history, having earned more than \$72.2 million at the domestic box office, surpassing the lifetime domestic grosses of Michael Jackson's *This Is It*.

(Photo: <http://photos.prnewswire.com/prnh/20110330/LA74558>)

The **JUSTIN BIEBER: Never Say Never** Blu-ray/DVD Combo with Digital Copy and standard DVD include a concert dance off that was not shown in theaters in which Bieber and his crew show off their amazing moves, a full-length concert performance of "Favorite Girl" from the Director's Fan Cut of the film, footage of Justin's team surprising lucky fans with free concert tickets and a final farewell to Bieber's signature hairstyle.

JUSTIN BIEBER: Never Say Never Marketing Support

Paramount Home Entertainment will support the Blu-ray and DVD release of **JUSTIN BIEBER: Never Say Never** with a comprehensive marketing program, including national broadcast and online advertising and a far-reaching publicity campaign. In addition, every **JUSTIN BIEBER: Never Say Never** Blu-ray/DVD Combo and standard DVD for sale includes an offer for free Nestle Wonka brand candy. When fans buy the Blu-ray or DVD and a 6 oz. theater box of participating Wonka brand candy, like SWEET TARTS®, NERDS®, BOTTLE CAPS® and more at participating retailers, they'll get a second theater box free up to \$1.59(see specially marked DVD packages for offer details). Also, 1800flowers.com will continue as a promotional partner, offering Justin's signature One Less Lonely Girl bouquet (as seen in the movie) and a coupon for \$5 off of the Blu-ray or DVD in products from Justin's floral collection during the Mother's Day promotional period.

JUSTIN BIEBER: Never Say Never Blu-ray/DVD Combo

The **JUSTIN BIEBER: Never Say Never** Blu-ray is presented in 1080p high definition with English 5.1 DTS-HD Master Audio, French 5.1 Dolby Digital, Spanish 5.1 Dolby Digital, Portuguese 5.1 Dolby Digital and English Audio Description with English, English SDH, French, Spanish and Portuguese subtitles. The DVD is presented in widescreen enhanced for 16:9 televisions with English 5.1 Surround and English, French, Spanish and Portuguese subtitles. The Digital Copy is presented in English Stereo with no subtitles. The Blu-ray/DVD Combo pack breakdown is as follows*:

Blu-ray:

- Feature Film (HD)
- Concert Dance-Off (HD) - Justin and his crew showcase their incredible dance moves
- Favorite Girl (HD) - Live performance from Madison Square Garden
- Giving Back (HD) - An extended look at Justin's team surprising lucky fans with free concert tickets
- R.I.P. Hair Flip (HD) - The cameras were rolling when Justin cut his famous hair

DVD:

- Feature Film
- Digital Copy

JUSTIN BIEBER: Never Say Never Standard DVD

The single disc DVD is presented in English 5.1 Surround, French 5.1 Surround, Spanish 5.1 Surround and English Audio Description with English, French and Spanish subtitles. The DVD includes the following*:

- Concert Dance-Off
- Favorite Girl
- Giving Back
- R.I.P. Hair Flip

**Note that special features are on the sell-through versions of the discs only.*

About Paramount Home Entertainment

Paramount Home Entertainment (PHE) is part of Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment. PPC is a unit of Viacom (NYSE: VIA, VIA.B), a leading content company with prominent and respected film, television and digital entertainment brands. PHE is responsible for the sales, marketing and distribution of home entertainment products on behalf of various parties including: Paramount Pictures, Paramount Vantage, Paramount Classics, Insurge Pictures, Paramount Famous Productions, Nickelodeon, MTV, Comedy Central, CBS and PBS and for providing home entertainment fulfillment services for DreamWorks Animation Home Entertainment.

Press can access artwork at: <https://arc.paramount.com>

Fans can visit: www.justinbieberneversaynever.com

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JUSTIN BIEBER: Never Say Never

Street date: May 13, 2011

Runtime: 105 Minutes

Pricing: \$19.99 U.S. (Standard DVD)

\$29.99 (Blu-ray/DVD Combo)

U.S. Rating: G

Canadian Rating: G

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