

Paramount Pictures Kicks Off "FLOCK TO UNLOCK - BE A PART OF THE #MISSION" Campaign

Fans Control the Online Reveal of Exclusive Mission: Impossible - Ghost Protocol Footage with the Power of Twitter and Facebook

HOLLYWOOD, Calif., Dec. 5, 2011 /PRNewswire/ -- Paramount Pictures kicks off the "FLOCK TO UNLOCK — BE A PART OF THE #MISSION" campaign in support of its upcoming release, MISSION: IMPOSSIBLE — GHOST PROTOCOL. The action-packed film, starring Tom Cruise and directed by two-time Academy Award®-winner Brad Bird, is due in IMAX and on other premium large format screens beginning Friday, December 16th and in theatres everywhere on December 21st.

(Logo: <http://photos.prnewswire.com/prnh/19991206/PARLOGO>)

Beginning today, fans are invited to unlock a first look at exclusive footage from the upcoming MISSION: IMPOSSIBLE — GHOST PROTOCOL. The official site, MissionImpossible.com, will host the exclusive promotion and fans will engage via Twitter and Facebook in a race to reveal the footage online first. With every Twitter message or Facebook post, fans will work as a community to reveal one of the most thrilling scenes from the film.

"Flock to Unlock is an exciting way for the online Mission: Impossible community to engage in the campaign and to control access to new content", said Amy Powell, President, Insurge Pictures & Paramount Digital Entertainment and Executive Vice President, Interactive Marketing. "By engaging fans in their existing social networks, the "Be A Part of the #Mission" campaign invites the fans to rally together and see exclusive footage first."

Official site: <http://www.missionimpossible.com>

Facebook: <http://www.facebook.com/missionimpossiblemovie>

Twitter: <http://www.twitter.com/ghostprotocol>

About Paramount Pictures

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. 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 Famous Productions, Paramount Home Media Distribution, Paramount Pictures International, Paramount Licensing Inc., and Paramount Studio Group.

About MISSION: IMPOSSIBLE — GHOST PROTOCOL

This holiday season, two-time Academy Award®-winner Brad Bird directs, with producers Tom Cruise and J.J. Abrams, the action-packed spy adventure *Mission: Impossible - Ghost Protocol*.

Blamed for the terrorist bombing of the Kremlin, IMF operative Ethan Hunt is disavowed along with the rest of the agency when the President initiates "Ghost Protocol." Left without any resources or backup, Ethan must find a way to clear his agency's name and prevent another attack. To complicate matters further, Ethan is forced to embark on this mission with a team of fellow IMF fugitives whose personal motives he does not fully know.

Tom Cruise returns in the starring role as Ethan Hunt and is joined by an international cast that includes Jeremy Renner, Simon Pegg, Paula Patton, Michael Nyqvist, Vladimir Mashkov, Josh Holloway, Anil Kapoor and Léa Seydoux. *Mission: Impossible - Ghost Protocol* is directed by Brad Bird, in his live action film debut, and written by Josh Appelbaum & André Nemec. Cruise, who produces the *Mission: Impossible* films, is joined by producers J.J. Abrams and Bryan Burk. The film will be co-financed by Skydance Productions. Jeffrey Chernov, David Ellison, Paul Schwake and Dana Goldberg are the executive producers.

SOURCE Paramount Pictures Corporation

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