

Paramount Vantage Acquires Worldwide Rights to the New Film By Oscar(R) Winning Documentarian Davis Guggenheim and Participant Media

Project Marks the Second High Profile Collaboration Between Paramount, Guggenheim, and Participant Media

HOLLYWOOD, Calif., Jan 21, 2010 /PRNewswire via COMTEX/ -- Worldwide rights for the new documentary from Oscar®-winning director Davis Guggenheim (AN INCONVENIENT TRUTH) and Participant Media have been acquired by Paramount Vantage, it was announced today by Adam Goodman, Paramount Film Group President and by Participant Media's CEO Jim Berk.

(Logo: <http://www.newscom.com/cgi-bin/prnh/19991206/PARLOGO>)

The documentary will have its world premiere tomorrow, January 22, at the Sundance Film Festival. Paramount Vantage will release the movie in the fall of 2010 in the U.S. with international release dates not yet determined.

The studio's specialty division Paramount Classics released Guggenheim's acclaimed AN INCONVENIENT TRUTH in 2006. The influential documentary, financed and executive produced by Participant Media, received two Academy Awards®, and was a worldwide box office hit, grossing more than \$24 million in the U.S. and nearly \$50 million worldwide.

The new film, developed, financed and executive produced by Participant Media, examines the crisis of public education in the United States through multiple interlocking stories - from a handful of students and their families whose futures hang in the balance, to the educators and reformers trying to find real and lasting solutions within a dysfunctional system.

The documentary features several leaders in the field of education, including philanthropist Bill Gates of The Bill and Melinda Gates Foundation; President and CEO of the Harlem Children's Zone in Harlem, New York Geoffrey Canada; Chancellor of the Washington, D.C. public schools Michelle Rhee; Knowledge is Power Program Founders (KIPP) David Levin and Mike Feinberg; and President and CEO of Manchester Bidwell Corporation Bill Strickland.

Six-time Grammy Award-winning recording artist, concert performer and philanthropist John Legend composed the end title song '*Shine*'. Legend's own Show Me campaign uses education to break the cycle of poverty through sustainable development at the individual, family, and community levels.

Said Paramount's Goodman: "Our commitment to this movie and the issue of education is urgently important to all of us at Paramount. In collaboration with our partners, we hope to bring about a real solution."

Said Davis Guggenheim: "With these two great partners, Participant Media and Paramount Pictures, we have a chance to create public awareness around this issue, and this is the only way we can make real change in our children's schools."

Said Jim Berk, CEO, Participant Media: "The movie creates an emotional personal connection to an issue which underpins the very future of our country. By reuniting with our good friends at Paramount, we have the chance to build on our ground breaking partnership on An Inconvenient Truth to launch a national conversation from movie theaters, to kitchen tables all across the country."

"It's wonderful to have Paramount as partners on this film," says the film's producer, Lesley Chilcott, who was also a producer on An Inconvenient Truth. "It's crucial to have experts like Paramount and Participant that understand the power of a film to create urgency about an important issue. We need to get the message out there. Millions of kids are waiting."

The film is directed and produced by Davis Guggenheim. Lesley Chilcott is the producer, with Jeff Skoll and Diane Weyermann serving as executive producers. Written by Davis Guggenheim and Billy Kimball. The cinematographers are Erich Roland and Bob Richman. Greg Finton, Jay Cassidy, and Kim Roberts served as the editors.

About Paramount Pictures Corporation

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 Worldwide Television Distribution.

About Participant Media

Participant Media is a Los Angeles-based entertainment company that focuses on socially relevant, commercially viable feature films, documentaries and television, as well as publishing and digital media. Participant Media is headed by CEO Jim Berk and was founded in 2004 by philanthropist Jeff Skoll, who serves as Chairman. Ricky Strauss is President.

Participant exists to tell compelling, entertaining stories that bring to the forefront real issues that shape our lives. For each of its projects, Participant creates extensive social action and advocacy programs, which provide ideas and tools to transform the impact of the media experience into individual and community action. Participant films include *The Kite Runner*, *Charlie Wilson's War*, *Darfur Now*, *An Inconvenient Truth*, *Good Night, and Good Luck*, *Syriana*, *Standard Operating Procedure*, *The Visitor*, *The Soloist*, *Food, Inc.* and *The Informant!*

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