

Natalie Portman and Ashton Kutcher Star in the Hilarious Comedy That Asks Whether Sex Friends Can Be Best Friends: **NO STRINGS ATTACHED**

Hook up May 10, 2011 with a Blu-ray(TM)/DVD Combo with Digital Copy, Including Nearly an Hour of Special Features

HOLLYWOOD, March 21, 2011 /PRNewswire via COMTEX/ --

The "smart, sexy" (Elle) comedy **NO STRINGS ATTACHED** makes a date in a Blu-ray/DVD Combo with Digital Copy and on standard DVD May 10, 2011 from Paramount Home Entertainment. Academy Award® winner Natalie Portman (*Black Swan*) and Ashton Kutcher (*What Happens In Vegas*) star in the refreshingly candid film that gives a sharp and funny view of modern day relationships. Directed by Ivan Reitman (*Ghost Busters*), the film also features an outstanding supporting cast including Lake Bell ("Children's Hospital"), Greta Gerwig (*Greenberg*), Kevin Kline (*Definitely, Maybe*), Ludacris ("Law & Order: SVU"), Cary Elwes (*Saw*) and Mindy Kaling ("The Office").

(Photo: <http://photos.prnewswire.com/prnh/20110321/LA68161>)

The **NO STRINGS ATTACHED** Blu-ray/DVD Combo with Digital Copy boasts nearly an hour of bonus material including featurettes about sex friends getting together, the do's and don'ts of modern love, deleted scenes, commentary by Ivan Reitman and more.

Marketing Support

Paramount Home Entertainment has formed a promotional alliance with PerfectMatch.com to further extend awareness of the **NO STRINGS ATTACHED** Blu-ray and DVD debut. The popular online dating and relationship site will promote the release through exposure on the website, email blasts to members and a sweepstakes to win a complete entertainment package. In addition, PerfectMatch.com will offer singles looking to pursue their own modern day relationship a free "No Strings Attached" three-month premium subscription to the online service (\$179 value) via an insert in the Blu-ray and DVD packages.

NO STRINGS ATTACHED Blu-ray/DVD Combo with Digital Copy

The **NO STRINGS ATTACHED** 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, Brazilian Portuguese 5.1 Dolby Digital and English Audio Description and English, English SDH, French, Spanish and Brazilian Portuguese subtitles. The DVD is presented in widescreen enhanced for 16:9 TVs with Digital English 5.1 Surround (English only on the Digital Copy) and English, French, Spanish and Brazilian Portuguese subtitles (no subtitles on the Digital Copy). The Blu-ray/DVD Combo includes the following special features:

Blu-ray:

- **Commentary with director Ivan Reitman**
- **Sex Friends: Getting Together**
- **Inside the Sassy Halls of Secret High**
- **Modern Love: The Do's and Don'ts**
- **Deleted Scenes**
- **Alternate Storylines**

DVD:

- **Feature Film**
- **Digital Copy**

NO STRINGS ATTACHED Standard DVD

The standard DVD is presented in widescreen enhanced for 16:9 televisions with English 5.1 Dolby Digital, French 5.1 Dolby Digital, Spanish 5.1 Dolby Digital and English Audio Description with English, French and Spanish subtitles. The disc includes the following:

Standard DVD:

- **Commentary with director Ivan Reitman**

- **Sex Friends: Getting Together**
- **Inside the Sassy Halls of Secret High**
- **Deleted Scenes**
- **Alternate Storylines**

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.

About PerfectMatch

PerfectMatch.com, a leading online dating and relationship service, is the best approach for adults seeking successful, lasting relationships. It is the only online dating and relationship service to offer the Duet Total Compatibility System (Duet), co-developed by renowned relationship expert Dr. Pepper Schwartz. Based on over 35 years of research, Duet® analyzes the 'whole person', taking into account each member's Personality, Values and Ideals, Life and Lovestyle, Preferences and their Love & Money Assessment to identify and find the person right for them.

For artwork please visit: <https://arc.paramount.com>

NO STRINGS ATTACHED

Street Date: May 10, 2011

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

\$29.99 U.S. (Blu-ray/DVD Combo with Digital Copy)

Runtime: 108 minutes

U.S. Rating: R for sexual content, language and some drug material

SOURCE Paramount Home Entertainment