

Paramount Pictures Joins Livestream to Present the 'JUSTIN BIEBER: NEVER SAY NEVER' Live Movie Premiere Event Tomorrow

Fans Across the Globe Can Tune In Online for the Interactive Justin Bieber Experience Movie Opens in RealD 3D, Digital 3D and 2D Nationwide on February 11, 2011

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Paramount Pictures has teamed with Livestream to present the live movie premiere of JUSTIN BIEBER: NEVER SAY NEVER. The live 2 1/2-hour purple carpet event, which will begin airing online tomorrow, February 8th, at 5:00 p.m. PT, marks the first time Paramount will stream a movie premiere exclusively on Livestream. For a truly communal experience, fans worldwide can watch together as the purple carpet event is streamed free at <http://www.livestream.com/bieberpremiere> and <http://www.facebook.com/JustinBieber>. Twitter users will also be able to view the live stream's minute-by-minute coverage on Twitter.com by going to <http://twitter.com/justinbieber>.

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

In addition, fans can tune in early, beginning at 4:00 p.m. PT, for an exclusive behind the scenes look at Justin - with special celebrity appearances and never before seen clips - as the countdown begins for his movie's premiere at L.A. Live in Los Angeles, while also being able to participate in real time via Twitter and Facebook. Fans will also be able to watch live wherever they are on mobile devices.

The Livestream ON Demand functionality will also provide fans tuning in from different time zones around the globe the chance to relive the event highlights throughout the following day.

"I'm so grateful for everything that I get to experience, and I know I couldn't do any of this without my fans," said Justin Bieber. "What a cool way for them to experience my movie's premiere with me!"

JUSTIN BIEBER: NEVER SAY NEVER is the inspiring true story and rare inside look at the rise of Justin from street performer in the small town of Stratford, Ontario to internet phenomenon to global super star culminating with a dream sold out show at the famed Madison Square Garden in 3D. It is directed by Jon M. Chu and produced by Scooter Braun, Justin Bieber, Antonio "L.A." Reid, Usher Raymond IV, Dan Cutforth and Jane Lipsitz.

JUSTIN BIEBER: NEVER SAY NEVER in 3D will open nationwide on Friday, February 11th.

To share this exclusive Justin Bieber event with your friends, see the attached embed code or visit <http://livestream.com/bieberpremiere/share> for more options.

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, Insurge Pictures, 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 LIVESTREAM

Livestream's mission is to build a next-generation live cable operator: one that is global, social, user friendly, reaches all devices and is accessible to anyone interested in broadcasting an interactive live video experience - for free. Event organizers, content owners, celebrities and artists around the world use Livestream's social broadcasting tools to engage and grow their audiences on the web, mobile devices, and connected TVs. More than one billion video minutes are streamed each month to a growing community of 20 million monthly viewers. Notable content partners include Facebook, The New York Times, ABC News, CBS News, and the Associated Press. Livestream offers a unique commitment to protecting the rights of its producers through a 'Zero Tolerance on Piracy' policy. The company operates with over 100 full-time staff members in 3 offices - in New York, Los Angeles and Bangalore.

SOURCE Paramount Pictures