

Paramount Pictures Announces "World War Z" Licensing Program

DELIVERS MERCHANDISE IN THEATERS AND AT RETAIL STORES AND ONLINE FOR ITS THRILLING SUMMER FILM IN THEATERS NATIONWIDE JUNE 21ST HOT TOPIC TAKES TOP SPOT AS MOVIE PRODUCT HEADQUARTERS

HOLLYWOOD, Calif., June 18, 2013 /PRNewswire/ -- Paramount Licensing today announced its slate of worldwide licensing partners in support of the highly anticipated film "WORLD WAR Z," which opens in theaters nationwide on June 21st. To extend the excitement of the summer film event, Paramount is rolling out a robust in-theatre merchandise program highlighted by mobile pop up stores in select theaters, creating a limited line of products to celebrate fan generated art, and strategically aligning with a select group of toy, game, apparel and accessory, collectible, costume, publishing, and online licensees.

(Photo: <http://photos.prnewswire.com/prnh/20130618/LA33768>)

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

Paramount will bring "WORLD WAR Z" to consumers via Hot Topic, the film's exclusive retail promotional partner. As the official "WORLD WAR Z" movie headquarters, Hot Topic is rolling out the "WORLD WAR Z" merchandise program across all 660 of its stores. Highlighting the promotion will be movie-themed storefront window displays and a series of online initiatives including a sweepstakes, social media support through Facebook, Twitter and Pinterest, and email blasts to all of its members.

"We have created a strategic program that encompasses retail promotion, in-theatre merchandise, recognition of fan generated art, and a strong roster of licensees in key categories that allow us to support the film by hitting every target audience," commented LeeAnne Stables, President of Consumer Products and head of Paramount Pictures' worldwide marketing partnerships team. "These programs were built to satisfy the hefty appetite of a very enthusiastic fan base."

In addition, Paramount has partnered with leading apparel and accessories company Bioworld to launch an in-theatre merchandise program in Regal Cinemas, Cinemark, Muvico Theaters, Starplex Cinemas, and ShowBiz Cinemas theaters in its top markets. The program will be highlighted by mobile pop up kiosks featuring apparel and accessories in select Regal Cinemas and Muvico theaters.

Paramount Licensing will also launch exclusive limited-edition fan art by artists Chris Garofalo, Matt Ferguson, Marie Bergeron, David Moscati and Marko Manev, who were selected from a group of artists nicknamed "Print Posse." The group participated in a challenge issued by Don Thompson's Blurppy.com to create images based on the "WORLD WAR Z" film. The results of the challenge caught the eye of the studio and filmmakers and now this unique artwork will be available in a limited-edition run of graphic t-shirts at HotTopic.com, high quality posters at Amazon.com and ThinkGeek.com, and as limited-edition collector's prints to be given away to fans on opening day at Regal Cinemas, Cinemark, AMC Theatres, Arclight Cinemas, and other leading theaters.

Additionally, Paramount has created a targeted licensing program in key categories to launch in advance of the film's release that will tap into the excitement of "WORLD WAR Z" and allow fans to take home a piece of the experience. Partners include:

- Jazwares: Articulated zombie and hero action figures as well as plush
- University Games: A World War Z-themed survival board game and card game
- Bioworld Merchandise: Apparel and accessories
- Ghoulish Productions: Costumes and dress up accessories
- Pyramid America: Posters, prints, magnets and buttons
- Trends: Posters, calendars and bookmarks
- Silver Buffalo: Drinkware, blankets and wall art
- Quantum Mechanix: Collectibles, including statues, limited-edition lithographs and key chains
- Crown Publishing Group: Movie tie-in edition of Max Brooks' novel in paperback, audio book, and eBook formats
- Titan Books Ltd.: Art of "WORLD WAR Z" book
- Duckworth Publishing Ltd.: Movie tie-in edition of Max Brooks' novel in paperback
- Café Press: Branded "WORLD WAR Z" store at www.paramountstore.com featuring apparel, gift, and novelty

"WORLD WAR Z" revolves around an ex-United Nations investigator Gerry Lane (Brad Pitt), who traverses the world in a race against time to stop a pandemic that is toppling armies and governments and threatening to decimate humanity itself. The film stars Pitt, Mireille Enos and James Badge Dale.

Paramount Pictures and Skydance Production present, in association with Hemisphere Media Capital and GK Films, a Plan B Entertainment/2DUX2 Production "WORLD WAR Z," directed by Marc Forster from a screenplay by Matthew Michael Carnahan

and Drew Goddard & Damon Lindelof, and screen story by Matthew Michael Carnahan and J. Michael Straczynski. Based on the novel by Max Brooks. Produced by Brad Pitt, Dede Gardner, Jeremy Kleiner and Ian Bryce.

"WORLD WAR Z" opens in theaters everywhere June 21st, 2013.

About Paramount Pictures Corporation

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NASDAQ: VIA, VIAB), 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 Home Media Distribution, Paramount Pictures International, Paramount Licensing Inc., and Paramount Studio Group.

SOURCE Paramount Pictures Corporation

News Provided by Acquire Media