

Record-Setting* Prequel to the Phenomenally Popular Film Series - **PARANORMAL ACTIVITY 3** - Delivers More Terrifying Suspense and Shocks With an Unrated Version on Blu-ray™/DVD Combo Pack

Debating January 24, 2012, Blu-ray/DVD Combo Includes Extended Scenes and Chilling Lost Tapes In A First, All Three Films Will be Available for Digital Download in a Seamless, Chronological Experience Prior to the Blu-ray/DVD Debut

"A new level of terror."—Brad Miska, BloodyDisgusting.com

HOLLYWOOD, Calif., Dec. 20, 2011 /PRNewswire/ -- The record-breaking franchise that has terrified audiences around the world returns with the scariest story yet as **PARANORMAL ACTIVITY 3** debuts on January 24, 2012 from Paramount Home Entertainment in a Blu-ray/DVD combo pack with UltraViolet™ and a Digital Copy. **PARANORMAL ACTIVITY 3** will also be available On Demand. "Terrifying" (Time) with "heart-pounding scares" (BloodyDisgusting.com), **PARANORMAL ACTIVITY 3** takes audiences back to where it all began with the masterminds behind the first two films returning to craft a hauntingly chilling follow up. Directed by Henry Joost and Ariel Schulman, the filmmakers who created the unsettling sensation *Catfish*, **PARANORMAL ACTIVITY 3** achieved the biggest theatrical debut for a horror film ever, ultimately earning more than \$200 million worldwide.

(Photo: <http://photos.prnewswire.com/prnh/20111220/LA25840>)

Arriving on January 24th, the **PARANORMAL ACTIVITY 3** Blu-ray/DVD combo pack includes both the theatrical version of the film and an *unrated* version with footage not seen in theaters, as well as Lost Tapes that reveal more footage not seen in the film. In addition, all

Blu-ray and DVD releases available for purchase will be enabled with UltraViolet, a new way to collect, access and enjoy movies. With UltraViolet, consumers can add movies to their digital collection in the cloud, and then stream or download them — safely and securely — to a variety of devices.

And, in a first, all three films in the franchise will be available for Digital Download prior to the Blu-ray/DVD debut. This unique experience, called *Paranormal Activity: The Chronology*, presents the films in chronological order as a seamless marathon.

PARANORMAL ACTIVITY 3 Blu-ray/DVD Combo Pack

The **PARANORMAL ACTIVITY 3** 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, Portuguese 5.1 Dolby Digital and English Audio Description with English, English SDH, French, Spanish and Portuguese subtitles. The DVD in the combo pack is presented in widescreen enhanced for 16:9 televisions with English 5.1 Surround and English, French, Spanish and Portuguese subtitles. The digital copy is presented in English.

The Blu-ray/DVD combo pack breakdown is as follows:

Blu-ray:

- **Original Theatrical Version of the Film**
- **Unrated Version of the Film**
- **Lost Tapes**

DVD:

- **Unrated Version of the Film**
- **Digital Copy of Unrated Version**—Compatible with iTunes® and Windows Media

A trilogy DVD set will also be available on January 24th exclusively at Walmart, which includes the theatrical and unrated versions of all three films plus all previously released bonus material.

Following the January 24th debut of the Blu-ray/DVD combo pack, the unrated version of **PARANORMAL ACTIVITY 3** will be available on a single-disc DVD exclusively at Walmart on February 14th. A single-disc DVD of the theatrical version of the film will also be available nationwide on February 14th.

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 (NASDAQ: VIA, VIAB), 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.

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

PARANORMAL ACTIVITY 3

Street Date:	January 24, 2012 (Blu-ray/DVD Combo) February 14, 2012 (Single-Disc DVD)
Pricing:	\$39.99 U.S. (Blu-ray/DVD Combo) \$19.99 U.S. (Single-Disc DVD)
Runtime:	83 minutes (theatrical version) 93 minutes (unrated version)
U.S. Rating:	R for some violence, language, brief sexuality and drug use
Canadian Rating:	14A

** Biggest opening ever for an October release (BoxOfficeMojo.com)*

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