

Paramount Pictures and Coke Zero Present the "MISSION: IMPOSSIBLE-GHOST PROTOCOL" Live Movie Premiere Event Featuring A Live Performance by Tiesto From Rio De Janeiro, Brazil

Fans Across the Globe Can Tune In Online to Experience the Red Carpet Firsthand

HOLLYWOOD, Calif., Dec. 12, 2011 /PRNewswire/ -- Paramount Pictures and Coke Zero announced today they will team up to present the live MISSION: IMPOSSIBLE—GHOST PROTOCOL movie premiere in Rio de Janeiro, Brazil on December 14th. The live red carpet event will air online beginning at 7:00 p.m. BRST/ 4:00 p.m. EST / 1:00 p.m. PST and will feature a live performance by Grammy®-nominated DJ & Producer Tiesto, who will unveil his brand new re-mix of the famed *Mission: Impossible* theme song, written by Lalo Schifren, for the first time ever. This special red carpet event will be streamed free at CokeZero.com/Mission, MissionImpossible.com, Livestream.com/MissionImpossible, <http://www.facebook.com/tiesto> and Coke Zero on Facebook.

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

The film's star and producer Tom Cruise, co-star Paula Patton, director Brad Bird and other special celebrity guests will be on-hand in Rio for live interviews with hosts Quddus and Carla Lamarca. As part of this special live-stream, Coke Zero, Tiesto and MISSION: IMPOSSIBLE—GHOST PROTOCOL fans will be able to ask cast members questions directly from the Livestream chat. In addition, fans will have the opportunity to experience highlights from the multi-city global tour the cast and filmmakers have completed, including stops in Japan, Korea, India, Dubai, France, Germany, Spain, Australia, Russia and Italy.

"The 'Mission' movies have an immense worldwide fan base," commented LeeAnne Stables, Paramount's Executive Vice President of Worldwide Marketing Partnerships. "And bringing brand leader Coke Zero and a live performance by internationally renowned DJ & Producer Tiesto together to celebrate the release of this next installment in the hit 'Mission' franchise couldn't make for a more exciting global event."

"The theme song to MISSION: IMPOSSIBLE is so recognizable and immediately ignites an emotion. We're so excited to see how Tiesto will make it his own," said Chip York, Worldwide Entertainment Marketing Director, The Coca-Cola Company. "The energy at the Rio premiere and the Livestream of the event will 'Make it Possible' for fans to experience something unique and special, as Coke Zero celebrates our partnership with the next installment of the movie franchise."

MISSION: IMPOSSIBLE—GHOST PROTOCOL is directed by Brad Bird, written by Josh Appelbaum & Andre Nemec and is produced by Tom Cruise, J.J. Abrams and Bryan Burk. Blamed for the terrorist bombing of the Kremlin, IMF operative Ethan Hunt is disavowed along with the rest of the agency when the President initiates "Ghost Protocol." Left without any resources or backup, Ethan must find a way to clear his agency's name and prevent another attack. To complicate matters further, Ethan is forced to embark on this mission with a team of fellow IMF fugitives whose personal motives he does not fully know.

MISSION: IMPOSSIBLE — GHOST PROTOCOL opens in IMAX and other select locations beginning Friday, December 16th and nationwide on December 21st, 2011.

For more information, visit <http://www.MissionImpossible.com>
Like us on Facebook at <http://www.Facebook.com/MissionImpossibleMovie>
Follow *Mission: Impossible* on Twitter at www.Twitter.com/GhostProtocol

To share this event with your friends, use the attached embed code: < iframe width="480" height="295" src="http://cdn.livestream.com/embed/missionimpossible?layout=4&color=0xff0000&borderColor=0x9e191f&iconColorOver=0xffffff&iconColor=0x4c0000&height=295&width=480" style="border:0;outline:0" frameborder="0" scrolling="no" > < /iframe >

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 Famous Productions, Paramount Home Media Distribution, Paramount Pictures International, Paramount Licensing Inc., and Paramount Studio Group.

The Coca-Cola Company

[The Coca-Cola Company](#) (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, the world's most valuable brand, our Company's portfolio features 15 billion dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of 1.7 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system employees. For more information, please visit www.thecoca-colacompany.com or follow us on Twitter at twitter.com/CocaColaCo.

About Tiesto

Tiesto, a.k.a. Tijs Verwest, is a performer who's transcended musical genres to create a global "Tiesto brand." His achievements include a Grammy® nomination, numerous MTV awards, performing at the opening ceremony of the 2004 Athens Olympic Games, and even a wax statue at Madame Tussauds. With over 10 million followers on Facebook and over 270 million hits on YouTube, Tiesto has truly become a universal phenomenon.

Recently voted 'The Greatest DJ Of All Time' in a poll conducted by leading dance music publication Mixmag, Tiesto has worked with artists as diverse as Nelly Furtado, Yeah Yeah Yeahs, Goldfrapp, Jonsi from Sigur Ros, Diplo, and Busta Rhymes. When he's not collaborating with the world's most respected artists he's jet setting his way around the globe playing sold out shows to his adoring fans. His 2010 "Kaleidoscope World Tour" spanned more than 15 months and 175 dates across six continents playing to over 1,000,000 people. The hugely successful tour was recognized by Billboard Magazine who nominated Tiesto for two 2010 Billboard Touring Awards and placed him among Billboard's Top 25 biggest grossing touring acts of 2010.

SOURCE Paramount Pictures Corporation

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