

Before It Opens Anywhere Else in the World, Marvel's "CAPTAIN AMERICA: THE FIRST AVENGER" to Open First in Comic-Con

Exclusive Comic-Con Keepsakes to be Given Away Throughout the Day

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Before it opens anywhere else in the world, CAPTAIN AMERICA: THE FIRST AVENGER will open first in Comic-Con. Convention goers in San Diego will be the first audience to see one of the summer's hottest super heroes beginning at noon PST on Thursday, July 21st, 1-day ahead of its US opening. The movie will play exclusively at the UA Horton Plaza with *Captain America*-themed festivities happening throughout the day. To help kick-off the day, Paramount and Marvel will host an exclusive free fan screening at 10 A.M. with the movie's star Chris Evans on-hand to introduce the screening.

In addition to being among the first to see the movie, all CAPTAIN AMERICA: THE FIRST AVENGER ticketholders will receive RealD® 3D Collector's Custom red, white and blue CAPTAIN AMERICA: THE FIRST AVENGER glasses and a limited edition poster designed exclusively for the fans. A grand prize package of CAPTAIN AMERICA: THE FIRST AVENGER merchandise and other Marvel items will be given away to a select audience member at each screening. USO-costumed women will be standing at the American Flag Pole in the Horton Plaza passing out free tickets every hour beginning at 11:00 A.M. to the first 10 people who come dressed as *Captain America*.

Show times for CAPTAIN AMERICA: THE FIRST AVENGER are 12:00 P.M., 12:45 P.M., 2:45 P.M., 3:30 P.M., 5:30 P.M., 6:15 P.M., 8:15 P.M., 9:00 P.M., 11:00 P.M. and 11:45 P.M. Tickets for Thursday's shows are available for purchase at www.fandango.com/uahortonplaza14_aabfx/theaterpage

CAPTAIN AMERICA: THE FIRST AVENGER, directed by Joe Johnston, from a screenplay by Christopher Markus & Stephen McFeely, will focus on the early days of the Marvel Universe when Steve Rogers (Chris Evans) volunteers to participate in an experimental program that turns him into the Super Soldier known as Captain America. As Captain America, Rogers joins forces with Bucky Barnes (Sebastian Stan) and Peggy Carter (Hayley Atwell) to wage war on the evil HYDRA organization, led by the villainous Red Skull (Hugo Weaving). One of a continuing slate of films being produced by Marvel Studios based on the Marvel characters, CAPTAIN AMERICA: THE FIRST AVENGER joins *Thor* which was released on May 6, 2011 and *Marvel's The Avengers* which is coming to theaters on May 4, 2012." Paramount Pictures will distribute CAPTAIN AMERICA: THE FIRST AVENGER nationwide on July 22, 2011.

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 Paramount Television & Digital Distribution.

About Marvel Entertainment

Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of over 8,000 characters featured in a variety of media over seventy years. Marvel utilizes its character franchises in entertainment, licensing and publishing. For more information visit www.marvel.com. Super Hero(es) is a co-owned registered trademark.

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