

March 31, 2017

Paramount Pictures Announces "GHOST IN THE SHELL" Virtual Reality Experience, and Wide Range of Licensing & Retail Programs Supporting Movie Release in Theaters Nationwide March 31, 2017

HOLLYWOOD, Calif.--(BUSINESS WIRE)-- Paramount Pictures today announced a slate of partners and products in support of the highly anticipated film GHOST IN THE SHELL, which opens in theaters nationwide on March 31st. To further extend the excitement of the film release, Paramount will be releasing a VR experience based on the movie and has rolled out a line of consumer products that strategically align with several major retailers.

This Smart News Release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20170331005213/en/>



Starring Scarlett Johansson, GHOST IN THE SHELL is set in the near future, where Major is the first of her kind: A human saved from a terrible crash, who is cyber-enhanced to be a perfect soldier devoted to stopping the world's most dangerous criminals. When terrorism reaches a new level that includes the ability to hack into people's minds and control them, Major is uniquely qualified to stop it. As she prepares to face a new enemy, Major discovers that she has been lied to: her life was not saved, it was stolen. She will stop at nothing to recover her past, find out who did this to her, and stop them before they do it to others.

Virtual Reality Experience (Photo: Business Wire)

film's director Rupert Sanders, and collaborated with Oculus to bring GHOST IN THE SHELL to the VR platform with developer Here Be Dragons. The content allows users to step into Major's shoes by engaging with iconic scenes from the movie, including the immersive experience of Major's dive from the rooftop and her battle with geisha robots. They will also witness the incredible action and amazing visuals up-close. The VR experience will be available on the same day as the film's release in theaters on March 31 and will be available on the Oculus Rift and Samsung Gear VR, powered by Oculus. Consumers will also be able to watch a 360 video of the VR experience on Facebook at www.facebook.com/GhostInTheShellMovie/.

With this exciting new virtual reality experience, Paramount worked closely with

Additionally, Paramount has created a worldwide licensing program in key product categories to launch in conjunction with the film's release that will tap into the excitement of GHOST IN THE SHELL and allow fans to engage with this amazing movie experience.

"This global program encompasses the latest in VR, targeted retail promotion and a compelling roster of licensees in key categories that support the film," commented LeeAnne Stables, President of Worldwide Marketing Partnerships & Licensing for Paramount Pictures. "We are reaching an enthusiastic existing fan base, and delivering a broad line of products with appeal to new audiences excited about the film".

Partners include:

- Weta Workshop: Limited edition high-end 1/4th scale figures, collectibles
- ThreeZero: 1/6th scale fully articulated collectible figures
- McFarlane Toys: 1/10th scale articulated figures

- Funko: Pop! Vinyl stylized figures
- CMON: Board game
- Ripple Junction: Apparel, accessories
- Cotton Division: Apparel, novelties
- Sorry, I'm Not: Limited-edition fashion capsule collection
- TeeTurtle: Co-branded on-demand apparel, accessories
- Ghoulish: Masks, costumes and makeup applications
- NerdBlock: Mystery box subscription service offering apparel, pins
- Mondo: Limited edition posters, enamel pins
- Pyramid: Posters, wall art, pins, key chains
- Gendai: Novelties, accessories
- Mtime: Novelties, collectibles
- Insight Editions: The Art of GHOST IN THE SHELL book

GHOST IN THE SHELL will also come to life in stores via multiple strategic retail partnerships. Retailer Hot Topic will feature licensed products, custom signage and a fan art contest offering consumers the chance to win one of five \$1,000 prizes. Hudson Jeans' online store will feature a curated fashion collection inspired by the film. Tilly's in-store TVs will be "taken-over" by the film's trailer and customers will get the chance to enter-to-win a trip to Tokyo. Social channels for Books-A-Million and F.Y.E will be abuzz with digital support highlighting licensed merchandise programs and custom signage featured in all store locations.

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ABOUT GHOST IN THE SHELL

Paramount Pictures, DreamWorks Pictures and Reliance Entertainment present Ghost in the Shell, based on the famous Kodansha Comics manga series written and illustrated by Shirow Masamune. The film is produced by Avi Arad, p.g.a., Ari Arad, p.g.a., Steven Paul and Michael Costigan. Tetsu Fujimura, Mitsuhsa Ishikawa, Jeffrey Silver and Yoshinobu Noma executive produce. Based on the comic THE GHOST IN THE SHELL by Shirow Masamune. Screenplay by Jamie Moss and William Wheeler and Ehren Kruger. Directed by Rupert Sanders.

ABOUT PARAMOUNT PICTURES CORPORATION

Paramount Pictures Corporation, a global producer and distributor of filmed entertainment, is a unit of Viacom, 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.

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