



PARAMOUNT LICENSING ANNOUNCES MURCIA, SPAIN THEME PARK DEVELOPMENT

September 10, 2010 -- Paramount Licensing (PLI) announced today that it has entered into agreements for the development of a Paramount-branded theme park and entertainment facility in Murcia, Spain. PLI will not be an investor in the project but will license intellectual property from its vast library of films and provide conceptual master planning and design services for the project.

"We believe Murcia presents a strong opportunity to bring a Paramount Movie Park to Europe and we look forward to working together with the Murcia Regional Government and Santa Monica Financial Services, S.A. to develop this exciting project" said Michael Corcoran, President, Paramount Licensing. "The tourism infrastructure offered within the region of Murcia and the strong support for this project by the Murcia Regional Government provide ideal conditions to bring world-class entertainment to the people of Spain and its growing number of international visitors", added Michael Bartok, Executive Vice President, Recreation. More details about the project will be announced in the next few months.

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, 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 Worldwide Television Distribution.

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