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M:i:III and Mission Impossible Trilogy Box Set FIRST PARAMOUNT TITLES TO DEBUT ON THE NEW BLU RAY FORMAT

Action, Special Effects and Star-Power Showcase the Stunning Picture and Sound Capabilities of the
New Format

LOS ANGELES (August 31, 2006) – Paramount Home Entertainment International announced today that *M:i:III* and *Mission Impossible Trilogy Box Set* will be the first “Paramount High Definition” titles to be released internationally on the Blu Ray format this Fall. Although no date has been set, they will likely follow the November dates set for the standard DVD release of *M:i:III*. Paramount Home Entertainment plans to support the Blu Ray format with a strong slate of titles throughout 2007 and beyond.

Headlined by three-time Academy Award® nominated¹ actor Tom Cruise, all three films weave a fast-paced and clever spy thriller, fusing classic espionage techniques with pulse-pounding action and rich character drama. *M:i:III* on Blu Ray will be on 2 discs and loaded with extras. The *Mission Impossible Trilogy Box Set* will contain the original *M:i* and *M:i:II*, including extras, plus the 2-disc *M:i:III*, four discs in all.

“These introductions mark the next step in the evolution of home entertainment,” said Kelley Avery, President, Paramount Pictures, Worldwide Home Entertainment. “With unprecedented picture and sound quality, Blu Ray gives consumers a home movie viewing experience like they’ve never had before and our first titles showcase the breadth of advantages that the format offers.”

"As a huge fan of DVDs and their special features, I'm happy to have been part of a DVD release with such extensive extra footage," said *M:i:III* director J.J. Abrams. "These are the kinds of behind-the-scenes featurettes I love: real, in-depth additional productions, not just glorified electronic press kits. I'm also thrilled that people will get a chance to see *M:i:III* with the best possible picture and audio, as Paramount is releasing the film in high definition."

¹2000 Academy Award nomination for Best Actor in a Supporting Role, *Magnolia*; 1997 Academy Award Nomination for Best Actor in a Leading Role, *Jerry Maguire*; 1990 Best Actor in a Leading Role, *Born on the Fourth of July*

² 2006 Academy Award winner for Best Actor in a Leading Role, *Capote*

³ 2006 Golden Globe winner for Best Performance by an Actor in a Mini-Series or a Motion Picture Made for Television, “Elvis”

From a devastating air attack on the Chesapeake Bay Bridge to a daring kidnapping at the Vatican to Ethan Hunt's eye-popping fulcrum-jump from a skyscraper in Shanghai, *M:i:III* spans the globe, taking audiences on the most exciting thrill ride of the year. The *M:i:III* Blu Ray presentation is loaded with exciting behind-the-scenes bonus material to take viewers even deeper undercover and inside the mission. The film and the high definition special features created exclusively for the HD presentations showcase the unprecedented picture and sound quality of the new formats.

M:i:III Synopsis

Tom Cruise returns as Special Agent Ethan Hunt, who faces the mission of his life in "Mission: Impossible III." Director J. J. Abrams ("Lost," "Alias") brings his unique blend of action and drama to the billion-dollar franchise.

High Definition DVDs

Presenting stunning picture and sound, these Blu Ray presentations will be 1080p High Definition with English, French and German 5.1 Dolby Digital, with English, English SDH+, French and German subtitles. The high-definition special features on *M:i:III* include "The Making of the Mission," "Mission Action: Inside the Action Unit," "Visualizing the Mission," "Scoring the Mission," deleted scenes, theatrical trailers and Easter Eggs, plus an audio commentary with Tom Cruise and director J.J. Abrams.

About Paramount Home Entertainment International

Paramount Home Entertainment International is part of Paramount Pictures, part of the entertainment operations of Viacom Inc., one of the leading global entertainment content companies. Paramount Home Entertainment International is responsible for the sales, marketing, and distribution of home entertainment including: Paramount Pictures, DreamWorks SKG, Nickelodeon, MTV, Comedy Central and CBS.

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