

**Exclusive one week limited engagement of
JUSTIN BIEBER: NEVER SAY NEVER DIRECTOR'S FAN CUT
starts this Friday, February 25th 2011 at Rave theaters nationwide.**

40-Minutes of New Bieber Footage on RealD® and 3D Digital Screens In Theaters
Beginning Friday, February 25th

FREE JUSTIN BIEBER BRACELET GIVEAWAY FRIDAY, FEBRUARY 25th

Help us celebrate the Friday, February 25th 2011 movie release of JUSTIN BIEBER: NEVER SAY NEVER DIRECTOR'S FAN CUT only in 3D. **On Friday, February 25th 2011, the first 100 fans at each Rave location opening JUSTIN BIEBER: NEVER SAY NEVER DIRECTOR'S FAN CUT 3D will receive a FREE JUSTIN BIEBER bracelet**, while supplies last. Bracelets will be awarded on a first come, first serve basis. Only one (1) promotional item per person will be allowed.

[CLICK HERE FOR ADDITIONAL SHOWTIME & TICKETING INFORMATION](#)

ABOUT JUSTIN BIEBER: NEVER SAY NEVER DIRECTOR'S FAN CUT:

Official Release:

CHU ANNOUNCES EXCLUSIVE ONE-WEEK LIMITED RELEASE OF ³JUSTIN BIEBER: NEVER SAY NEVER DIRECTOR'S FAN CUT

40-Minutes of New Bieber Footage on RealD® and 3D Digital Screens In Theaters Beginning Friday, February 25th

Tickets For The Director's Fan Cut Go On-Sale Tuesday, February 22nd at 5pm PST

HOLLYWOOD, CA (February 21, 2011) Paramount's Insurge Pictures today announced plans to release JUSTIN BIEBER: NEVER SAY NEVER DIRECTOR'S FAN CUT for an exclusive one-week run beginning Friday, February 25th in 3D theaters across the U.S. and Canada. In an unprecedented move, Paramount will release a revamped version of the star's movie three-weekends following its initial release. Tickets for the limited engagement go on-sale Tuesday, February 22nd at 5pm PST/8pm EST.

As he began the editing process several months ago, and upon realizing the significant amount of great footage he had obtained, director Jon M. Chu began to develop with the studio an idea for a second, and more fan centric, edition of the movie. While promoting the film's initial release, he spent dozens of hours on Twitter and Facebook engaging with fans to learn more about what they were most anxious to see. Some scenes contained in the new cut include: more of Justin's friends and hometown life, new songs and performances, and special footage shot at fan premiere's across the country.

I realized I had an embarrassment of riches when I was in the cutting room, said Chu. This cut allows me to retain some of the best scenes from the original movie, while incorporating previously unseen footage and new material I shot during our extensive promotional tour on behalf of the

movie. Justin¹'s dedication to his fan base is unwavering and I was inspired as a filmmaker to attempt to provide them a unique experience that showed even more of his world.²

JUSTIN BIEBER: NEVER SAY NEVER,² which opened nationwide on February 11th to critical acclaim, earned \$30 million in its initial weekend and earned an A+ Cinemascore from women (an A overall). The new fan cut will have a running time of 115 minutes and will be available in RealD® and digital 3D in theaters across the U.S. and Canada for one-week starting Friday.

It is a testament to the professionalism and tenacity of Jon and the production team for turning around this new version of ³JUSTIN BIEBER: NEVER SAY NEVER² DIRECTOR'S FAN CUT in only a few months, giving fans an even deeper look into Justin's life,² said Adam Goodman, President Paramount Film Group.

JUSTIN BIEBER: NEVER SAY NEVER² DIRECTOR'S FAN CUT is the inspiring true story and rare inside look at the rise of Justin from street performer in the small town of Stratford, Ontario to internet phenomenon to global super star culminating with a dream sold out show at the famed Madison Square Garden in 3D. It is directed by Jon M. Chu and produced by Scooter Braun, Justin Bieber, Antonio ³L.A.² Reid, Usher Raymond IV, Dan Cutforth and Jane Lipsitz.

For more information go to: <http://www.JustinBieberNeverSayNever.com>

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.