

## INDEX PARAMOUNT DIGITAL ENTERTAINMENT, MTV AND JOOST ANNOUNCE “JACKASS 3.5” TO PREMIERE APRIL 1<sup>ST</sup> TO MILLIONS OF FANS GLOBALLY THROUGH JOOST.COM

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**SANTA MONICA, Calif., January 27, 2011** – April Fools Day may never be the same now that Paramount Digital Entertainment and MTV, both part of Viacom Inc. (NYSE: VIA and VIA.B) and Joost, a digital media company, jointly announced today that Joost has acquired the digital ad-supported distribution rights to **JACKASS 3.5** in multiple territories. This latest installment of the highly successful JACKASS franchise will premiere on April 1, 2011 to a worldwide audience through Joost, which will also extend its player on the Jackass Facebook community of over 8 million fans. Available online exclusively at Joost.com in twelve countries - U.S., Canada, U.K., Australia, Germany, France, Austria, Luxembourg, Spain, Belgium, Switzerland and Turkey - the digital episodes will bring the outrageous stunts and antics of the JACKASS crew to over 300 million people around the globe. The JACKASS 3.5 first-look trailer is now available on <http://www.joost.com> in the U.S., Canada, U.K. and Australia.

“With a worldwide fan base, it’s clear that JACKASS has created its own category of entertainment that needs no translation,” stated Thomas Lesinski, President of Paramount Digital Entertainment. “With Joost on board to distribute JACKASS 3.5 through its global online network, millions of JACKASS fans around the world are sure to enjoy the latest installment of this popular franchise.”

JACKASS 3.5, directed by Jeff Tremaine, will feature over 85 minutes of all-new content, including never-before-seen stunts, outrageous pranks and other side-splitting antics from the legendary pranksters Johnny Knoxville, Bam Margera, Steve-O, Chris Pontius, Ryan Dynn, Wee Man, Preston Lacy, Dave England and “Danger Ehren” McGhehey. New episodes will be released on the Joost.com site weekly following its online premiere.

“I love these guys,” said Nick Higgins, Executive Vice-President of Joost. “Joost.com, along with Johnny and the boys are a perfect team. JACKASS is an incredibly successful franchise as well as an established global brand. It appeals to a broad audience and has a fanatical fan base that are heavy online users. And JACKASS 3.5 is the kind of original, premium content Joost will be delivering more of this year, and we’re thrilled to experience this ride with them.”

Paramount Pictures is distributing JACKASS 3.5 through an innovative strategy to feed global fan fervor and generate excitement for its feature length digital movie. JACKASS 3.5 will be available globally online through Joost in weekly episodic installments. And Joost will extend its video player on the JACKASS Facebook page —home to more than 8 million Jackass fans. JACKASS 3.5 will culminate with the full-length uncensored feature being released through a variety of platforms including download-to-own, VOD, DVD and Television.

JACKASS has become a global phenomenon whose content is tailor made for digital platforms,” said Van Toffler, President of MTV Networks Music and Logo Group. “This deal with Joost will provide fans with another entry point for engaging in the notoriously exuberant and boisterous JACKASS experience.”

The JACKASS franchise first debuted as an original television series on MTV from 2000 to 2002, launching the careers of Johnny Knoxville, Bam Margera and other now-popular personalities shown performing outrageous stunts and hysterical pranks. Since 2002, three successful JACKASS theatrical films have been produced and released by Paramount Pictures and MTV Films. JACKASS: THE MOVIE grossed more than \$64 million in the United States alone, and finished in the Number 1 spot at the box office in its opening weekend. JACKASS NUMBER TWO was released in September 2006 and like its predecessor, topped the box office in its debut weekend, and ultimately earned more than \$72 million in cumulative box office revenues. JACKASS 3D, released this October 2010 dominated the weekend box office opening to \$50 million in ticket sales, setting several records such as becoming the biggest opening ever for a non-scripted/documentary-esque film, the 10th highest opening comedy of all-time, notching the record for an October midnight gross with \$2.5 million, making it a special event for throngs of moviegoers. JACKASS 3D has earned more than \$117 million at the box office in the U.S.

In 2007, Paramount Digital Entertainment & MTV released JACKASS 2.5, the first digital movie released by a studio, which quickly became the most successful non-theatrical release in the studio's history. In the first few weeks of launch, the digital property garnered over 20 million views and was the #1 title on iTunes the week it launched.

The JACKASS franchise also includes a JACKASS: The Game video game for the PlayStation 2, PlayStation Portable and Nintendo DS. Its numerous DVD releases include JACKASS: VOL. 1, JACKASS: VOL. 2, JACKASS: THE MOVIE, JACKASS: VOL. 3, JACKASS: THE BOX SET, JACKASS NUMBER TWO, JACKASS 2.5, JACKASS WORLD PRESENTS: MATT HOFFMANS TRIBUTE TO EVIL KNIEVEL.

Joost.com is the video destination for entertainment seekers who desire the best and latest in pop culture. It delivers the widest breadth of the most current, curated and premium entertainment video content that viewers seek.

For all things JACKASS 3.5 on Joost.com please visit <http://www.joost.com/jackass3.5>

For additional information on all things JACKASS please visit <http://www.facebook.com/jackass>, <http://twitter.com/jackassworld>, <http://www.dickhouse.tv/> and <http://apps.facebook.com/jackasspranks/>

### **About Joost**

Joost, a digital media company, is a fully owned subsidiary of Adconion Media Group (<http://www.adconion.com>). It is dedicated to providing premium branded solutions for advertisers and brand marketers seeking to reach their targeted audience with engaging and high impact in-stream and in-banner video advertising. Joost, which owns and operates Joost.com, debuted at number two on comScore's Video Metrix report, second only to Google, in April 2010. Joost.com provides the most current, curated and premium online entertainment video content viewers seek.

### **About Paramount Digital Entertainment**

Paramount Digital Entertainment (PDE) is a division of Paramount Pictures Corporation. PDE develops and distributes filmed entertainment across worldwide digital distribution platforms including online, mobile and portable devices, videogames, and emerging technologies. 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.

### **MTV**

MTV is the world's premier youth entertainment brand. With a global reach of more than a half billion households, MTV is the cultural home of the millennial generation, music fans and artists, and a pioneer in creating innovative programming for young people. MTV reflects and creates pop culture with its Emmy®, Grammy® and Peabody® award-winning content built around compelling storytelling, music discovery and activism across TV, online and mobile. MTV's sibling networks MTV2 and mtvU each deliver unparalleled customized content for young males, music fans and college students, and its online hub MTV.com is the leading destination for music, news and pop culture. MTV is part of MTV Networks, a unit of Viacom (NYSE: VIA, VIA.B), one of the world's leading creators of programming and content across all media platforms. For more information, go to <http://www.mtvpress.com>.

### **Dickhouse Productions**

Dickhouse Productions is the production company owned and operated by Johnny Knoxville, in partnership with Jeff Tremaine and Spike Jonze. Dickhouse Productions owns all rights to the JACKASS franchise, which first debuted as an original television series on MTV from 2000 to 2002. Its many television specials and spin-off shows include JACKASS, JACKASSWORLD.COM: 24 HOUR TAKEOVER, WILDBOYZ, VIVA LA BAM, HOMEWRECKER, BLASTAZOID, BAM'S UNHOLY UNION, DR. STEVE-O, among many others. Since 2002, three JACKASS theatrical films have been produced and released by MTV corporate sibling Paramount Pictures, continuing the franchise after its run on television. These include JACKASS: THE

MOVIE, JACKASS NUMBER 2, and JACKASS 3D. The franchises numerous DVD releases include JACKASS: VOL. 1, JACKASS: VOL. 2, JACKASS: THE MOVIE, JACKASS: VOL. 3, JACKASS: THE BOX SET, JACKASS NUMBER TWO, JACKASS 2.5, JACKASS WORLD PRESENTS: MATT HOFFMANS TRIBUTE TO EVIL KNEIVEL, and JACKASS: THE LOST TAPES. There is also a JACKASS: The Game for the PlayStation 2, PlayStation Portable and Nintendo DS. Johnny Knoxville and Dickhouse Productions have also introduced such films as THE WILD AND WONDERFUL WHITES OF WEST VIRGINIA and a documentary about BMX legend Mat Hoffman in THE BIRTH OF BIG AIR.

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