

INTERNATIONAL FILM GROUP NAMED EXCLUSIVE AUSTRALIAN LICENSING AGENT FOR PARAMOUNT LICENSING

Sydney, Australia/Los Angeles, CA, 30 JANUARY 2008 -- International Film Group (IFG) has been named the exclusive Australian licensing and merchandising agent for Paramount Licensing, it was announced today by Jennifer Hughes, CEO of IFG and Larry McCallister, Vice President of Paramount Licensing.

IFG's licensing representation will span Paramount's extensive library of films including classic titles such as "Grease," "Breakfast at Tiffany's" and "The Godfather," and upcoming releases including "The Spiderwick Chronicles," the new Mike Myers franchise "The Love Guru," Gurinder Chadha's "Angus, Thongs and Full Frontal Snogging" and the film adaptation of the popular children's novel "Hotel for Dogs."

IFG's Jennifer Hughes commented, "Paramount's library presents tremendous licensing opportunities throughout Australia, and we're looking forward to developing the market for their titles and properties." Hughes continued, "When we established IFG last year, we recognized that strength in the Licensing and Merchandising arena would present significant opportunities to work with some of the biggest and best in the business. We've certainly achieved that with Paramount Licensing."

Paramount Licensing's Larry McCallister said, "We are always keen to expand and grow our licensing opportunities globally, and IFG's credentials made this decision an easy one for us." He continued, "The team at IFG make a perfect fit into our growing global network of international representatives, and I'm confident together we can lead Paramount's licensing and merchandising business to new heights in Australia."

Under the agreement, IFG will be the Australian arm of Paramount Licensing's international network of representatives, which was designed to stage multi-pronged licensing campaigns to capitalize upon Paramount's portfolio of legendary films and broad range of releases. Paramount's licensing programs extend across a broad range of categories, including publishing, film clip licensing (including advertising and promotional campaigns), and merchandise ranging from all hard and soft goods, categories including toys and games, apparel, accessories, collectibles, stationery and packaged goods.

IFG's head of distribution Sue Woollard added, "Representing the Paramount library provides us prime opportunities to reacquaint Australia to some of the most recognizable Hollywood classics as well as introduce some of the most anticipated theatrical releases." Woollard added, "Having been part of Paramount Licensing's early growth in Australia, it is rewarding to rejoin forces with their top-notch team in this exciting time of growth."

Information about upcoming Paramount Pictures theatrical releases to be represented by IFG is as follows:

THE SPIDERWICK CHRONICLES – From the beloved best-selling series of books comes “The Spiderwick Chronicles,” a fantasy adventure for the child in all of us. Peculiar things start to happen the moment the Grace family (Jared, his twin brother Simon, sister Mallory and their mom) leave New York and move into the secluded old house owned by their great, great uncle Arthur Spiderwick. Unable to explain the strange disappearances and accidents that seem to be happening on a daily basis, the family blames Jared. When he, Simon and Mallory investigate what’s really going on, they uncover the fantastic truth of the Spiderwick estate and the creatures that inhabit it.

THE LOVE GURU – In the comedy “The Love Guru,” Pitka (Mike Myers in his first original character since Austin Powers) is an American who was left at the gates of an ashram in India as a child and raised by gurus. He moves back to the U.S. to seek fame and fortune in the world of self-help and spirituality. His unorthodox methods are put to the test when he must settle a rift between Toronto Maple Leafs star hockey player Darren Roanoke (Romany Malco) and his estranged wife. After the split, Roanoke’s wife starts dating L.A. Kings star Jacques Grande (Justin Timberlake) out of revenge, sending her husband into a major professional skid – to the horror of the teams’ owner Jane Bullard (Jessica Alba) and Coach Cherkov (Verne Troyer). Pitka must return the couple to marital nirvana and get Roanoke back on his game so the team can break the 40-year-old “Bullard Curse” and win the Stanley Cup.

ANGUS, THONGS AND FULL-FRONTAL SNOGGING is a hilarious coming of age story – Gurinder Chadha’s very British take on American high school movies like ‘Clueless’ and ‘Mean Girls’. Based on the International best-selling series of books by Louise Rennison, the film follows the eccentric and irresistible GEORGIA NICOLSON as she overcomes the trauma of being a teenager and moves up the ‘snogging scale’.

Misunderstood by her ancient parents, but buoyed up by the love of her cat ANGUS and her bessie mates the ACE GANG, GEORGIA struggles through life seeking out her two main desires: 1. To get a gorgeous sex-god as her boyfriend. 2. To throw the greatest 15th birthday party ever.

When handsome brothers TOM and ROBBIE arrive at school, GEORGIA thinks her boyfriend dreams have been answered. But when she sees ROBBIE with her arch rival LINDSAY, she devises a plan to show ROBBIE that she’s the mature, sophisticated girlfriend he deserves. Unfortunately GEORGIA’s plans

- involving snogging lessons, stalking LINDSAY, and dying her legs orange - don't exactly run smoothly.

Alongside her own romance problems GEORGIA's parents are going through a turbulent time, with the result that GEORGIA feels the responsibility for holding the family together rests on her shoulders.

In her quest to get ROBBIE and keep her family from splitting, GEORGIA transforms from a selfish girl into a young woman who's grown beyond the valley of the fab and into the universe of marvy.

HOTEL FOR DOGS – Based on the book by best-selling author Lois Duncan, "Hotel for Dogs," stars Emma Roberts, Lisa Kudrow, Kevin Dillon and Don Cheadle in a smart, funny comedy adventure that shows how far love and imagination can take you. When dynamic siblings Andi (Roberts) and Bruce (Jake T. Austin) find themselves in a foster home with a strict "no pets" policy, Andi has to use her quick wit to help find a new home for their dog Friday. Despite warnings to stay out of trouble from their sympathetic social worker Bernie (Cheadle), the kids stumble upon a derelict hotel and begin transforming it into the perfect home for Friday and a few additional strays – running the risk of being separated if they're caught. In no time, the kids have transformed the old hotel into something truly magical: a home for both the dogs and for themselves.

About IFG

International Film Group (IFG) is an Australian media and entertainment company specializing in finance, sales and executive production. Founded in 2007, IFG services across different sectors allow producers in the Australian and New Zealand creative industry access to an expansive business network, thereby providing opportunities ranging from packaging content in both the creative and financing arena, production, licensing & merchandising, international distribution, project development, brand management, and more. Headed by Jennifer Hughes, former CEO of the Australian Film Institute and Executive Vice President of Macquarie Bank's film division, IFG has offices in Sydney and Melbourne.

About Paramount Licensing

Paramount Licensing handles licensing rights worldwide for properties of Paramount Pictures, Paramount Vantage, Paramount Classics, MTV Films, Nickelodeon Movies and DreamWorks Studios. Paramount Licensing has established robust licensing programs for Paramount's extensive library of films and current releases through merchandise, film clips, stage plays, publishing, and recreation programs. Visit

Paramount Licensing at www.paramountlicensing.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, MTV Films, Nickelodeon Movies and DreamWorks Studios. PPC operations also include Paramount Pictures Digital Entertainment, Paramount Home Entertainment, Paramount Pictures International, Paramount Licensing Inc., Paramount Studios, and Worldwide Television Distribution.

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