

Paramount and Xbox movie showcase deal

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Paramount Pictures and Microsoft's Xbox launched Wednesday the Xbox Movie Showcase cross platform marketing program between the movie studio and Xbox Live.

This marks the latest move by a studio to connect with a broader niche of consumers outside of the theater and television.

Already, some 2 million members are connected to Xbox Live, with a social community sending 600,000 text messages every day and its Marketplace reaching over 10 million downloads, the game console company said.

The cross platform marketing program features free, high-definition, downloadable content of movies such as "Mission: Impossible III" with Tom Cruise and Phillip Seymour Hoffman and "Nacho Libre" starring Jack Black.

But it will also feature HD movie trailers, theme packs and graphics allowing gamers to customize their gaming experience.

"This ground-breaking agreement takes interactive marketing and digital entertainment to new heights, representing the perfect match between gamers and the summer movies they can't wait to see," said Gerry Rich, president of worldwide motion picture marketing at Paramount.

Moreover, stars of Paramount films including Jack Black will participate in Xbox's "Game with Fame," where gamers enter to play online against

celebrities.

In addition, Paramount's DVDs will be featured in a Digital Entertainment Lifestyle video promoted on Xbox displays in 30,000 retail stores worldwide.

"Paramount shares our commitment to providing an entertaining and meaningful gaming experience for Xbox gamers," said Aaron Greenberg, Group Marketing Manager, Xbox Live. "We're excited to be starting out on this multi-picture campaign and look forward to continuing to provide compelling entertainment experiences to gamers everywhere."

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