

PREMIERE ENTERTAINMENT NETWORK

FOR IMMEDIATE RELEASE

LIVE from “The Curious Case of Benjamin Button” premiere

Hollywood Premieres will bring audiences a multi-camera live event webcast from the world premiere on Monday, December 8, 2008 at 6:30 PM (PT) / 9:30 PM (ET)

December 8, 2008, Los Angeles, CA – Premiere Entertainment Network, owner of the entertainment destination, Hollywood Premieres, announced today their plans to broadcast live from the red carpet of the world premiere of the highly anticipated feature film, *The Curious Case of Benjamin Button*. The multi-camera, event webcast will give audiences a unique, up close and personal look at the sure scope of the premiere experience. UStream TV will power the streaming of the live premiere and MixerCast will be distributing the stream through a custom widget.

From the red carpet camera, the crowd camera and the overhead camera, the online viewing audience will be able to track all of the action as the stars arrive in their limos and walk down the red carpet. The premiere broadcast event will begin on Monday, December 8, 2008 at 5:30 PM (PT) / 8:30 PM (ET) with an overhead, pre-roll shot of fans and guest arriving on the red carpet. At 6:30 PM (PT) / 9:30 PM (ET), the multi-camera, live hosted broadcast will begin and continue for 60 minutes. Users can submit question before the stars arrive at the premiere or while the stars are being interviewed on the carpet.

The event webcast can be viewed across the Premiere Entertainment Network of sites, including HollywoodPremieres.com. In addition, a number of partner sites and fan websites will take the live feed through a custom widget so fans across the world can see this event in a multitude of online destination, including Myspace, Facebook, MixerCast, Daily Variety and UStream. Webmasters and press outlets are encouraged to take the widget and embed it on their websites across the Internet.

For press and media inquiries please contact:

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The Curious Case of Benjamin Button is in theaters December 25, 2008. All right reserved, Paramount Pictures.

Tip Sheet To Follow Below

LIVE Curious Case of Benjamin Button Premiere Tip Sheet

TO: Distribution

From: Premiere Entertainment Network

Date: Monday, December 8, 2008

Subject: The Curious Case of Benjamin Button - Live Premiere Webcast

Premiere Entertainment Network will broadcast LIVE from the red carpet of the World Premiere of "The Curious Case of Benjamin Button" on Monday, November 17, 2008 beginning at 6:30 PM (PT) / 9:30 (ET). The LIVE webcast will consist of 3 live cameras, giving viewers a 360 degree interactive view of the entire red carpet experience.

Event: The Curious Case of Benjamin Button Premiere LIVE Webcast

Date: November 17, 2008

Live Time:

Pre-Roll Overhead Camera: 5:30 PM (PT) / 8:30 PM (ET)

Live Red Carpet Show: 6:30 PM (PT) / 9:30 PM (ET) Duration: 60 minutes

Cameras: 3

- (1) Red Carpet
- (1) Crowd
- (1) Overhead

Hosts: 2

- (1) Red Carpet
- (1) Limo Arrival

Post Show Edit: 5 - 7 minute highlight package

Theater: Mann Village Westwood

USE: Free

LIVE Widget / Embedded Streams:

<http://www.hollywoodpremieres.com/benjaminbutton>

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