



FOR IMMEDIATE RELEASE

**STAR TREK INTO DARKNESS
PARAMOUNT PICTURES CELEBRATE WWF's EARTH HOUR**

LONDON, Saturday 23rd March - As the UK prepares to go 'into darkness' for WWF's Earth Hour, Paramount Pictures is pleased to announce its support with a special 'Star Trek' themed light display which will dim as Earth Hour approaches.

This amazing light show by Paramount, in conjunction with Ars Electronica Futurelab & Ascending Technologies, will see quadcopters fly into the night sky, forming the Star Trek federation logo beside Tower Bridge on a scale never seen before. In keeping with Earth Hour's initiative, the quadcopters will utilize batteries that were charged in Austria using green energy from the Austrian renewable energy grid specifically for this event.

The event will coincide with WWF's Earth Hour at 8:30 pm. Along with key landmarks such as Big Ben, the Houses of Parliament, and The London Eye going dark, the quadcopters will turn off their glow in support of Earth Hour.

To signal the end of Earth Hour at 9:30 pm the quadcopters will reform the Star Trek logo above London's skyline.

The logo formation will hover about 36m (118ft) above the ground at the lowest point and the highest point (the tip of the logo) will be at approximately 130m (426ft) above ground. The total height of the logo will be approximately 94meters (308ft).

The light show can be captured from the main location at Old Billingsgate Walk, giving a view of Tower Bridge and City Hall. Other vantage points for the public are the Tower of London and on location at Potters Field Park, Tooley Street, Southwark, London SE1 2AA.

John Fletcher, Director of Marketing for Paramount Pictures UK said "We are very pleased to go 'into darkness' with the rest of the world in support of Earth Hour. It seems fitting to be associated with such a global cause."

Kellie Rollings from WWF said "WWF is delighted that Paramount is supporting this year's Earth Hour event. Millions of people around the world take part in Earth Hour year on year and we're

always looking for innovative ways to get our message out there. It's fantastic that Paramount has chosen to mark the hour by dimming their lights at this unusual light display."

"STAR TREK INTO DARKNESS" is written by Roberto Orci & Alex Kurtzman & Damon Lindelof and directed by J.J. Abrams. Abrams is producing with Bryan Burk through Bad Robot Productions, along with Lindelof, Kurtzman and Orci. Jeffrey Chernov and Skydance Productions' David Ellison, Dana Goldberg and Paul Schwake are the executive producers.

"STAR TREK INTO DARKNESS" opens in cinemas across the UK & Ireland on Thursday 9th May.

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For Images post event please contact www.image.net

For footage post event please contact <http://panther.dmsukltd.com/>

About Paramount Pictures Corporation

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NASDAQ: VIA, VIAB), a leading content company with prominent and respected film, television and digital entertainment brands. Paramount controls a collection of some of the most powerful brands in filmed entertainment, including Paramount Pictures, Paramount Animation, Paramount Vantage, Paramount Classics, Insurge Pictures, MTV Films, and Nickelodeon Movies. PPC operations also include Paramount Famous Productions, Paramount Home Media Distribution, Paramount Pictures International, Paramount Licensing Inc., and Paramount Studio Group.

About WWF

WWF is one of the world's largest independent conservation organisations, with more than five million supporters and a global network active in more than one hundred countries. We're working to create solutions to the most serious environmental issues facing our planet, so that people and nature can thrive. Through our engagement with the public, businesses and government, we focus on safeguarding the natural world, tackling climate change and changing the way we live. Find out more about our work, past and present at www.wwf.org.uk

Last year over 7 million people in the UK took part in WWF's Earth Hour. This unique global phenomenon encourages every corner of the globe to switch off for one hour and includes iconic landmarks such as The Houses of Parliament, the Sydney Opera House and the Taj Mahal. To find out more about Earth Hour please go to: www.wwf.org.uk/earthhour or find us on Facebook and Twitter here:

<https://www.facebook.com/EarthHourUK?fref=ts> or;

Join in on Twitter with #DOITINTHEDARK

To see live streamed content including The Paramount light show on the night please go to: www.wwf.org.uk/earthhourlive

About Ars Electronica Futurelab

The Ars Electronica Futurelab focuses on the future at the nexus of art, technology and society. We consider our works as sketches of possible future scenarios in art-based, experimental forms. In this way, we are aiming at developing contributions through methods and strategies of applied science, the results of which reveal new knowledge and experiences of societal relevance in art and science. The lab's team bases its work commitment upon transdisciplinary research and work which results in a variety of different disciplines at the lab. Our range of services concentrates on expertise developed throughout the years in fields such as media art, architecture,

design, interactive exhibitions, virtual reality and real-time graphics. The Ars Electronica Futurelab is part of the Ars Electronica Linz GmbH, an enterprise of the City of Linz.

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