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**THISMOMENT TEAMS UP WITH THE ELIZABETH GLASER PEDIATRIC AIDS
FOUNDATION AND HILTON WORLDWIDE**

***Social Media Engagement Platform Powering Custom Features for EGPAF's
"Join the Moment" and Yahoo! World AIDS Day Campaigns***

***International Hotel Brand Leveraging thisMoment's Platform to Support Promotion with
Paramount Pictures' "Up in the Air," Starring George Clooney***

SAN FRANCISCO – (December 8, 2009) – thisMoment, a new platform for people to capture and share life as it happens, today announced partnerships with the Elizabeth Glaser Pediatric AIDS Foundation (EGPAF) and Hilton Worldwide, both of which are leveraging thisMoment's platform to power custom features for their online campaigns.

"We're incredibly proud to be able to support the goals of an organization like the Elizabeth Glaser Pediatric AIDS Foundation, as well as the international marketing efforts of a brand like Hilton," said Vince Broady, CEO and co-founder of thisMoment.com. "It's exciting to have built a powerful storytelling and engagement platform that is resonating with brands, publishers and non-profit organizations alike."

As part of its 20th anniversary, the Elizabeth Glaser Pediatric AIDS Foundation has launched a new campaign entitled "[Join the Moment](#)" which aims to create a generation free of HIV. thisMoment is powering an interactive gallery of photos, videos and stories from the organization's 20-year history to support the campaign, which also invites visitors to upload a photo or video of their own special moments. The interactive experience can be accessed through <http://pedaids.thismoment.com>, the EGPAF Facebook fan page, and <http://www.jointhemoment.com>. thisMoment will also support EGPAF's fundraising events throughout the year with special "moment creation" booths that will allow onsite visitors to capture photos and post them to the "Join the Moment" online feature.

In addition, thisMoment created a custom interactive feature for EGPAF's Yahoo! World AIDS Day event page (<http://events.yahoo.com/worldaidsday/>), which launched on Tuesday, December 1. Visitors to the page, which links directly from www.yahoo.com, can browse EGPAF's top 15 uploaded moments, and add a photo or video moment of their own. EGPAF is seeking to collect more than 1,000 uploaded moments on World AIDS Day and beyond, in honor of the 1,000 children who are infected with HIV worldwide each day.

"Our founder, Elizabeth Glaser, once said, 'Sometimes in life, there is that moment when it's possible to make a change for the better,'" said EGPAF Vice President of Public Policy, Advocacy and Communications, Elizabeth Penniman. "Our partnership with thisMoment truly captures the spirit of Elizabeth's quote and our 'Join the Moment' campaign, and we look forward to partnering with thisMoment in our efforts to create a generation free of HIV."

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As part of their marketing partnership with Paramount Pictures' upcoming travel-inspired film, "Up in the Air," Hilton engaged thisMoment to create an online scrapbook of stories illustrating how Hilton team members worldwide help frequent guests make the most of their stays. The site was translated into eight different languages to accommodate submissions from Hilton team members from across the globe and select stories will be featured on Hilton's promotional site Hilton.com/UpintheAir.

"As a global brand, Hilton leverages technology and social media channels to engage our customers in a relevant way," said Andrew Flack, Vice President – Global Brand Marketing, Hilton Hotels. "Communicating effectively across multiple mediums through a platform like thisMoment is essential during our current international promotion as we reach consumers in ways beyond traditional advertising."

For more information on thisMoment, please visit <http://www.thismoment.com> or email info@thismoment.com.

About thisMoment

thisMoment is a new platform for people to capture and share life as it happens. Founded in April 2008, and headquartered in San Francisco, thisMoment is the latest creation of the team that designed and managed some of the Web's biggest consumer properties, including GameSpot, MP3.com, TV.com, and more recently, led the Yahoo! Entertainment portfolio (Yahoo! Movies, Music, Games, OMG!, TV and Video) and its Brand Universe initiative.

About "Up in the Air"

Paramount Pictures Presents in Association with Cold Spring Pictures and DW Studios, A Montecito Picture Company Production in Association with Rickshaw Productions in Association with Right of Way Films A Jason Reitman Film ***Up in the Air*** starring George Clooney, Vera Farmiga, Anna Kendrick and Danny McBride. The film is directed by Jason Reitman. Screenplay by Jason Reitman and Sheldon Turner. Based upon the novel by Walter Kirn. The producers are Ivan Reitman, Jason Reitman, Daniel Dubiecki and Jeffrey Clifford. The executive producers are Tom Pollock, Joe Medjuck, Ted Griffin and Michael Beugg. The director of photography is Eric Steelberg. The production designer is Steve Saklad. The film editor is Dana Glauberman, A.C.E. The costume designer is Danny Glicker. The music is by Rolfe Kent. The music supervisors are Randall Poster and Rick Clark. This film has been rated R for language and some sexual content.

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 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 Worldwide Television Distribution.

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