

Kennedy Space Center Visitor Complex and Paramount Home Entertainment Team Up on Star Trek “Go For Launch” Sweepstakes

Kennedy Space Center, Fla. (November 17, 2009) – Kennedy Space Center Visitor Complex and Paramount Home Entertainment have partnered on the [“Go For Launch” sweepstakes](#) in conjunction with the release of the *Star Trek* movie DVD, in stores November 17, 2009. The prize package includes a 4-day, 3-night trip to [Kennedy Space Center Visitor Complex](#) for a family of four for the opportunity to view a space shuttle launch from a special viewing area. The winners will also enjoy lunch with a veteran NASA astronaut and an insider’s view of Kennedy Space Center during a [NASA Up Close Tour](#).

“We are excited to be working with Paramount Home Entertainment as a nationwide partner,” said Annette Hogan, Director of Sales and Marketing at Kennedy Space Center Visitor Complex. “We had great success with the showing of *Star Trek* throughout the summer in our IMAX[®] theater and are pleased to have the opportunity to reach space enthusiasts everywhere with the distribution of the DVD.”

Details about the sweepstakes can be found inside *Star Trek* movie DVDs or at www.KennedySpaceCenter.com/StarTrek. The sweepstakes begins November 18, 2009 and ends on January 15, 2010. The DVD insert also includes a \$5.00 off admission coupon to [Kennedy Space Center Visitor Complex](#), valid for up to six people.

About Kennedy Space Center Visitor Complex

[Kennedy Space Center Visitor Complex](#) is located 45 minutes east of Orlando and is the gateway to a working space center and one of Florida’s most popular destinations. It’s a 70-acre arena of inspirational, educational and entertaining experiences. Admission includes the new Shuttle Launch Experience, Kennedy Space Center Tour, 3D IMAX[®] space films, Astronaut Encounter, all exhibits and shows, and the *U.S. Astronaut Hall of Fame*[®], featuring historic spacecraft, simulator rides and the world's largest collection of personal astronaut memorabilia.

Kennedy Space Center Visitor Complex opens at 9 a.m. Closing times vary by season. The Visitor Complex is open daily except December 25 and certain launch days. Admission is \$38 + tax for adults and \$28 + tax for children ages 3-11. The Kennedy Space Center Visitor Complex Commander’s Club Annual Pass is \$50 + tax for adults and \$40 + tax for children ages 3-11. For more information, call 321-449-4444 or visit www.KennedySpaceCenter.com.

About Paramount Home Entertainment

Paramount Home Entertainment (PHE) is part of Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment. PPC is a unit of Viacom (NYSE: VIA, VIA.B), a leading content company with prominent and respected film, television and digital entertainment brands. PHE is responsible for the sales, marketing and distribution of home entertainment products on behalf of various parties including: Paramount Pictures, Paramount Vantage, Paramount Classics, Paramount Famous Productions, Nickelodeon, MTV, Comedy Central, CBS and PBS and for providing home entertainment fulfillment services for DreamWorks Animation Home Entertainment.