

# **VIACOM CONSUMER PRODUCTS AND ' TOMB RAIDER: THE MOVIE' TEAM UP FOR LIVE-ACTION ADVENTURE**

**Cyber heart-throb, Lara Croft, leaps from the computer screen to the Big screen in her next Tomb Raider adventure!**

**NEW YORK: Licensing ' 98 International Show** - Lara Croft, curvaceous, courageous superstar of the most successful gaming franchise in the world attracts more attention than any other licensing act, destroying the competition with her first appearance on the Paramount/Viacom booth!

Viacom Consumer products, the licensing division for Paramount Pictures, announced at the licensing show last week, that 'Tomb Raider: The Movie' is currently scheduled for a late 1999 release.

' Lara Croft and Tomb Raider have it all' , commented Andrea Hein, president, at the opening of the show. ' This is a property filled with strong story lines, and which has had outstanding consumer response to the games and products associated with it. Lara' s strong-standing in pop culture and the talented production team signed to the live-action feature show all the indications of ' Tomb Raider' as a huge licensing hit!'

Viacom Consumer Products merchandises properties on behalf of Paramount Pictures, Paramount Television, Simon and Schuster and Viacom Productions as well as third-party properties. Viacom Inc. is one of the world' s largest entertainment and publishing companies and a leading force in nearly every segment of the international media marketplace.

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