

Travelpro and Paramount Pictures Announce Partnership for “Up in the Air” Movie

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- A Jason Reitman film starring George Clooney -

(November 5, 2009), Boca Raton, FL – Travelpro, the original inventor of Rollaboard® luggage and leader in innovative, high-quality luggage, announces its partnership with the upcoming Paramount Pictures film “Up in the Air,” from Oscar®-nominated director Jason Reitman

The film, a dramatic comedy, stars Oscar® winner George Clooney as Ryan Bingham, a corporate downsizing expert whose cherished life on the road is threatened just as he is on the cusp of reaching ten million frequent flyer miles and after he’s met the frequent traveler woman of his dreams. “Up in the Air” is scheduled for release this December.

Travelpro®, which is the preferred luggage brand of flight crews and frequent travelers, provided luggage for the film. “Many of our industry leading brands can be seen throughout the film” said Scott Applebee, Vice President of Marketing at Travelpro. “It’s exciting to showcase our products in such an organic way,” Applebee adds.

To support the partnership, Travelpro has developed a marketing program which includes print, online and in-store advertising. On November 17th, they will launch a consumer sweepstakes offering the chance to win a trip to Hollywood, along with Travelpro luggage. For their retailer partners, Travelpro will sponsor a drawing offering two lucky winners a trip to the official movie premiere.

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.

About Travelpro®

For over two decades, Travelpro has prided itself on design innovation and durability in crafting the highest quality luggage for travelers worldwide. Since transforming the ease of modern day travel with The Original Rollaboard® wheeled luggage, Travelpro has been the brand of choice for flight crews and frequent travelers worldwide. Travelpro is dedicated to building a lifelong relationship with its customers by consistently understanding and exceeding their needs. The company offers a variety of innovative, high-quality luggage collections and computer briefs; each aimed at a specific user lifestyle and rigorously tested. Travelpro was the winner of the 2009 Leading Edge Award from Executive Travel Magazine for “The Best Carry-on Case.”

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