

## Paramount Home Entertainment Celebrates ROTF DVD Release!

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### TRANSFORMERS INVADE LOS ANGELES!

PARAMOUNT HOME ENTERTAINMENT CELEBRATES THE DVD & BLU-RAY DEBUT OF THE BIGGEST MOVIE OF THE YEAR WITH AN OUT-OF-THIS-WORLD CONSUMER EVENT

Free Giveaways, Live DJ, Fans and&hellip;an 18-Foot-Tall TRANSFORMER!

#### WHAT:

Paramount Home Entertainment celebrates the DVD and Blu-ray debut of the biggest movie of the year, "astf", with an out-of-this-world consumer event. Fans will have a chance to be among the first to own the \$830 million blockbuster when the Best Buy and Target in the West Hollywood Gateway shopping center open their doors for the DVD and Blu-ray release.

Consumers also will be able to take their picture with a full-size, 18-foot-tall, 8,200 pound BUMBLEBEE! Fans will be entertained by a live KROQ DJ.

#### WHEN:

Consumer Event: Monday, October 19th, 8:00 p.m. &ndash; 10:00 p.m.

BUMBLEBEE Visual: Sunday, October 18th through Tuesday, October 20th

#### WHERE:

West Hollywood Gateway shopping center.  
Corner of La Brea & Santa Monica Blvd.