



G.I. Joe: Retaliation pushed back until March 2013



Paramount Pictures has decided to delay the release of [G.I. Joe: Retaliation](#) [1], originally scheduled to hit theaters June 29, 2012, until March 29, 2013 so that they can convert the film to 3D.

Apparently 3D is much more popular internationally than it is in the United States and Paramount Pictures hopes that the decision to convert the film will result in more revenue for the film. Nine months is still a long time to delay a film, especially one that is only a month away from its original release date.

"We're going to do a conscientious 3D job because we've seen how it can better box office internationally," one of the studio execs told Deadline. "[Jim Cameron](#) [2] did all of [Titanic](#) [3]'s 3D in post - and look how well that movie turned out."

We'll see if it pays off for Paramount Pictures in the long run.

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