Paramount pushes back release date from this summer to March 29, 2013, in hopes of better box office internationally.
By Kara Warner

Bruce Willis in "G.I. Joe: Retaliation"
Photo: Paramount Pictures

For those of you who were eagerly anticipating the June 29 release of the "G.I. Joe" sequel, your wait just got longer. In a surprise bit of movie-schedule shuffling, Paramount has pushed back the release of "G.I. Joe: Retaliation" from this summer to March 29, 2013.

Why the nine-month delay? The studio wants to convert the film into 3-D. According to Deadline, Paramount made the move in hopes adding 3-D will translate to more impressive box office numbers internationally.

"We're going to do a conscientious 3-D job, because we've seen how it can better box office internationally," an unnamed studio exec revealed to the site. "Jim Cameron did all of 'Titanic's' 3-D in post — and look how well that movie turned out."

Paramount told MTV News the studio's only concern is making the best movie possible and the movie will be best in 3-D. A representative for director Jon Chu declined to comment on the release-date change.

Deadline points out the fact that this is not the first time Paramount has pushed back a release, and it has been rewarded for that decision: The delay of Martin Scorsese's "Shutter Island" resulted in the director's biggest box office hit to date. Also, the March release date has been proven to have major moneymaking potential in the wake of the global success of "The Hunger Games."

An argument can be made that the release-date change is all about dollar signs, much like most decisions in Hollywood. We could also speculate that another reason for the move might be the pressure of having to perform well against the likes of seemingly unstoppable juggernaut "The Avengers" and the very highly anticipated July 20 release of "The Dark Knight Rises."

Check out everything we've got on "G.I. Joe: Retaliation."

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