

Dennis Maguire Named President, Paramount Pictures Home Entertainment Worldwide

HOLLYWOOD, Calif., Oct 15, 2009 /PRNewswire via COMTEX/ -- Dennis Maguire has been appointed president of Paramount Pictures Home Entertainment Worldwide; it was announced today by Rob Moore, Vice Chairman, Paramount Pictures. In this role, Maguire holds operating responsibility for the division's sales, marketing and distribution of home entertainment content for the Paramount Motion Picture Group in the United States and the division's 12 offices in other territories. Maguire's responsibilities also include oversight of Paramount Home Entertainment's efforts on behalf of MTV Network Properties, CBS, PBS, Hasbro, and fulfillment services for DreamWorks Animation Home Entertainment. Maguire will report to Moore. The appointment is effective immediately.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20091015/LA93465>)

"Dennis has an exceptional understanding of the home entertainment industry on a worldwide basis. He has been an integral part of the phenomenal growth of our international business, building strong relationships and overseeing our expansion into new regions," said Moore. "His global expertise, combined with his previous domestic experience and his leadership of a talented executive team will steer our Home Entertainment business in a successful direction."

Maguire joined Paramount in October 2006 as President of Paramount Home Entertainment International. In 2007, the international team reached a high mark, achieving over one billion dollars in revenue for the first time ever. He also advanced Paramount Home Entertainment's business interests in Russia and China through partnerships with Universal and Warner respectively.

An industry veteran, Maguire spent 23-years at Buena Vista Home Entertainment (BVHE), most recently as President, Buena Vista Home Entertainment International where he oversaw all international sales, marketing, manufacturing and distribution of the company's home entertainment products leading the division to record-setting results.

During his tenure at Buena Vista Home Entertainment, Maguire served in a variety of executive roles including Senior Vice President, Sales and Distribution, where he developed and maintained direct selling relationships with the top retailers, expanding the company's customer base to more than 100,000 retail outlets. He played a key role in Disney's long tenure of industry leadership and under his management, the sales organization earned many top vendor awards.

Maguire holds a Bachelors of Science in Business and Finance from Mount St. Mary's University.

Paramount Home Entertainment (PHE) is part of Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment. PPC is a unit of Viacom (NYSE: VIA, VIA.B), a leading content company with prominent and respected film, television and digital entertainment brands. PHE is responsible for the worldwide sales, marketing and distribution of home entertainment products on behalf of various parties including: Paramount Pictures, Paramount Vantage, Paramount Classics, Paramount Famous Productions, Nickelodeon, MTV, Comedy Central, CBS, PBS and Hasbro and for providing home entertainment fulfillment services for DreamWorks Animation Home Entertainment.

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