

Amy Reinhard Promoted to President, Worldwide Television and Home Media Acquisitions at Paramount

HOLLYWOOD, Calif--(BUSINESS WIRE)-- Amy Reinhard has been named President, Worldwide Television and Home Media Acquisitions for Paramount Home Media Distribution, it was announced jointly today by Dennis Maguire, President, Worldwide Home Media Distribution and Hal Richardson, President, Home Media Distribution. In her new role, Reinhard will oversee the worldwide sales and licensing of all content handled by Paramount across Pay TV, Broadcast, Cable and SVOD, as well as worldwide acquisitions for home media. In addition she will continue to drive business development initiatives worldwide.

"Since the establishment of Paramount Home Media Distribution in 2012, Amy has skillfully managed our physical, digital and television licensing businesses domestically. Her business acumen and strategic vision are exceptional," said Richardson. "This new role recognizes her accomplishments and underscores the importance we place on the changing landscape of the worldwide television business."

"Amy is a seasoned, strategic executive with strong management skills and I am confident she will bring renewed focus and insights to our approach to television licensing," added Maguire.

Reinhard was named EVP and General Manager, Paramount Domestic Home Media Distribution in November, 2011. She successfully integrated the physical and digital formats and pursued expanded opportunities for the Paramount catalog through SVOD and other licensing deals. Prior to that she was EVP, Worldwide Distribution Strategy and Business Operations for Paramount Home Entertainment and was responsible for defining and developing the business strategies for delivering products to customers. Before joining the home entertainment division, Reinhard was SVP, Strategic Planning and Business Development for the studio where she oversaw the green light process and long range planning and also managed the analysis of strategic initiatives and investment options across the various studio divisions. She also worked in strategic planning and business development at Revolution Studios.

About Paramount Home Media Distribution

Paramount Home Media Distribution (PHMD) is part of Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment. PPC is a unit of Viacom (NASDAQ: VIAB, VIA), a leading content company with prominent and respected film, television and digital entertainment brands. The PHMD division oversees PPC's home entertainment, digital and television distribution activities worldwide. The division is responsible for the sales, marketing and distribution of home entertainment content on behalf of Paramount Pictures, Paramount Animation, Paramount Vantage, Paramount Classics, Insurge Pictures, MTV, Nickelodeon, Comedy Central and CBS and for providing home entertainment fulfillment services for certain DreamWorks Animation Home Entertainment titles. PHMD additionally manages global licensing of studio content and distribution across worldwide digital and television distribution platforms including online, mobile and portable devices and emerging technologies.

Paramount Pictures Corporation
Brenda Ciccone, 323-956-8091
Brenda_ciccone@paramount.com

Source: Paramount Pictures Corporation

News Provided by Acquire Media