

## **Viacom Names Mike Tedone as Executive Vice President, National and Direct Response Sales, Viacom Media Networks Music and Entertainment**

NEW YORK, Oct. 22, 2013 /PRNewswire-FirstCall/ -- Viacom Inc. (NASDAQ: VIAB, VIA) today named Mike Tedone as Executive Vice President, National and Direct Response Sales, Viacom Media Networks Music and Entertainment. In his role, Tedone will oversee the group's Direct Response business and provide sales leadership and guidance for the company in the Upfront and scatter markets. He will report to Jeff Lucas. Most recently, Tedone served as Chief Operating Officer of Ad Sales for Viacom Media Networks Music and Entertainment.

(Logo: <http://photos.prnewswire.com/prnh/20110811/NY51392LOGO>)

"Mike is one of the best and most strategic salespeople in our organization. We're thrilled to have him in focused solely in a client-facing role where he can leverage his experience and great relationships to build our business," said Lucas.

Tedone is an eight-year veteran of Viacom, where he has worked in various sales positions ranging from direct management of sales teams to operational oversight and senior sales management. Prior to joining Viacom, Tedone was Executive Vice President of Advertising Sales at NBC Universal, where he oversaw the sales teams of USA, SyFy and Bravo. Additionally, Tedone has held positions at Lifetime Television and in NBC's Corporate Finance Group.

### **About Viacom**

Viacom is home to the world's premier entertainment brands that connect with audiences through compelling content across television, motion picture, online and mobile platforms in over 160 countries and territories. With media networks reaching approximately 700 million global subscribers, Viacom's leading brands include MTV, VH1, CMT, Logo, BET, CENTRIC, Nickelodeon, Nick Jr., TeenNick, Nicktoons, Nick at Nite, COMEDY CENTRAL, TV Land, SPIKE, Tr3s, Paramount Channel and VIVA. Paramount Pictures, America's oldest film studio and creator of many of the most beloved motion pictures, continues today as a major global producer and distributor of filmed entertainment. Viacom operates a large portfolio of branded digital media experiences, including many of the world's most popular properties for entertainment, community and casual online gaming.

For more information about Viacom and its businesses, visit [www.viacom.com](http://www.viacom.com). Keep up with Viacom news by following Viacom's blog at [blog.viacom.com](http://blog.viacom.com) and Twitter feed at [www.twitter.com/Viacom](http://www.twitter.com/Viacom).

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