

Scott Mills Named Executive Vice President, Human Resources and Administration of Viacom

NEW YORK, Sept. 10, 2012 /PRNewswire-FirstCall/ -- Viacom Inc. (NASDAQ: VIAB, VIA) today announced the promotion of Scott Mills to Executive Vice President, Human Resources and Administration. Mr. Mills, age 44, was formerly President and Chief Operating Officer of Viacom's BET Networks unit.

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

Based in New York, Mr. Mills will join Viacom's senior management team and will report to Thomas E. Dooley, Chief Operating Officer of Viacom. Mr. Mills will be responsible for setting the company's worldwide human resources strategies and practices and for leading Viacom's administrative functions, including real estate and security. Mr. Mills succeeds Denise White, who has decided to leave the company.

Philippe Dauman, President and Chief Executive Officer of Viacom, said, "A talented, energetic, and committed workforce is our greatest asset and one of the most important drivers of our success. Scott is not only an outstanding leader with a wealth of operational and financial management expertise, but he also brings an all-important business perspective to the human resources function. This capacity, along with Scott's knowledge of our company and his enthusiasm and commitment, will be of enormous benefit to Viacom's increasingly global, immensely talented and creative employee base.

"Denise White has made a major contribution to Viacom and helped us build a world-class human resources function. Her hard work as a positive agent of change has enhanced our culture and helped us maintain and expand our reputation as a great place to work. We will miss her but understand her decision to leave us and focus fully on her entrepreneurial interests, particularly the non-profit foundations that she founded and continues to manage. We thank her and wish her all the best."

Mr. Dooley said, "I have had the pleasure to work directly with Scott in his time as COO of BET and was continuously impressed with his intellect, his commitment and his skillful leadership in a variety of roles and situations. Scott has successfully managed nearly every important area of BET, including its digital, sales and business operations, which gives him unique and valuable insights in his new role at Viacom. I am confident he will help us further energize our vibrant workforce and enhance our culture of innovation and excellence."

Mr. Mills said, "I have been extremely fortunate to be part of BET and the Viacom family for 15 years and to participate in our growth and expansion in so many ways. I could not be more excited to take on this new role and to build on that legacy in this time of unprecedented change in our industry. I look forward to continuing to work with my colleagues at BET and now throughout Viacom to expand on the great accomplishments of Denise and her team and to help build an organization that not only attracts the very best employees, but also gives them the resources and encouragement they need to achieve at the highest possible level."

As President and COO of BET Networks, Mr. Mills led its business functions, including sales, finance, legal and business affairs, human resources, digital, research, strategic planning, business development, and administration, reporting to BET Chairman and Chief Executive Officer, Debra Lee. While in this role, he led the launch of BET's Centric Channel and initiated the upcoming BET Experience festival. Prior to that, Mr. Mills was Chief Financial Officer and President of Digital Media. As CFO, Mr. Mills was responsible for the company's finance functions, including accounting, reporting, financial planning, tax, treasury and controls, as well as corporate research, strategic planning and business development. As President of Digital Media, Mr. Mills launched BET Mobile and BET's digital video distribution operations. Before becoming CFO, Mr. Mills was Executive Vice President and COO of BET Interactive, where he oversaw the start-up of BET.com and led the property to become a leading online destination for African Americans.

Prior to joining BET as Senior Vice President of Business Development in 1997, Mr. Mills was a Vice President specializing in infrastructure financing with an investment bank. Mr. Mills also served as Deputy Treasurer of the City of Philadelphia. A native of New York, he received his Bachelor of Science degree in economics from the Wharton School of the University of Pennsylvania. Mr. Mills is a member of the Executive Leadership Council.

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, celebrating its 100th year in 2012 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. Keep up with Viacom news by following Viacom's blog at blog.viacom.com and Twitter feed at <http://www.twitter.com/Viacom>.

About BET Networks

BET Networks, a subsidiary of Viacom Inc., is the nation's leading provider of quality entertainment, music, news and public affairs television programming for the African-American audience. The primary BET channel reaches more than 90 million households and can be seen in the United States, Canada, the Caribbean, the United Kingdom and sub-Saharan Africa. BET is the dominant African-American consumer brand with a diverse group of business extensions: BET.com, a leading Internet destination for Black entertainment, music, culture, and news; CENTRIC, a 24-hour entertainment network targeting the 25- to 54-year-old African-American audience; BET Digital Networks - BET Gospel and BET Hip Hop, attractive alternatives for cutting-edge entertainment tastes; BET Home Entertainment, a collection of BET-branded offerings for the home environment including DVDs and video-on-demand; BET Event Productions, a full-scale event management and production company with festivals and live events spanning the globe; BET Mobile, which provides ringtones, games and video content for wireless devices; and BET International, which operates BET in the United Kingdom and oversees the extension of BET network programming for global distribution.

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