

## Viacom and WhoSay Forge Relationship Spanning Sales, Marketing, and Content Creation

NEW YORK, April 30, 2012 /PRNewswire-FirstCall/ -- Viacom Inc. (NASDAQ: VIA, VIAB) and WhoSay Inc., the leading personal media management platform for high-profile film, television, music, and sports personalities, today announced that Viacom Advertising Sales will serve as the exclusive sales force for [WhoSay](#), selling inventory for the site. With a network of more than 1,000 members, [WhoSay](#) will also work with Viacom brands to create original content and marketing integrations connected to on-air programming, online destinations, live events, and more.

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

"Social media runs on pop culture, and the brands, entertainers and icons whose voices resonate across every art form and platform," said Jeff Lucas, Head of Sales, Music and Entertainment for Viacom Media Networks. "By aligning our brands with WhoSay and its member network, we're creating a powerful social media relationship, and a unique opportunity for marketers to tap into the programming and people who own prime real estate in the cultural conversation."

"WhoSay members produce premium content every day and have an enormous fan base," said Steve Ellis, CEO for WhoSay Inc. "This relationship with one of the largest media companies in the world illustrates that there is a real marketplace for this content and the engagement it creates with fans across all media. We are thrilled to be able to provide this option to our members."

The agreement provides a wide canvas for Viacom and WhoSay to collaborate across content development, sales and marketing. In programming, WhoSay will work with Viacom brands including MTV, VH1, CMT, Logo, Comedy Central and Spike to develop original content around its franchises and shows, including exclusive videos and photos by WhoSay members from signature tentpole events.

In addition, Viacom and WhoSay can build custom sales and integrated marketing packages across Viacom's brands and the WhoSay member network, allowing marketers to target specific categories including music, film & television, comedy and sports.

[WhoSay.com](#) is a platform designed to encourage engagement on social networks and other platforms. Members are able to easily manage their images and videos by uploading them via WhoSay and posting them to destinations such as Facebook, Twitter, Tumblr, YouTube and China's Tencent.

### 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 approximately 160 countries and territories. With more than 160 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 and Tr3s. 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](http://www.viacom.com).

### About WhoSay

WhoSay is a media management platform for famous artists, athletes and other personalities to manage their interactions with fans in a direct and authentic way via social and mainstream media. This allows fans access to content from their favorite stars through Facebook, Twitter, Tumblr and other media outlets. The company currently has hundreds of active members that in total have hundreds of millions of highly-engaged fans.

Creative Artists Agency (CAA), the world's leading entertainment and sports agency, co-founded the company and Amazon Investments LLC, Greylock Partners and High Peaks Ventures are investors. Prior to founding WhoSay, Ellis served as founder and CEO of Pump Audio, a leading music-licensing business, which he sold to Getty Images in 2007. WhoSay is headquartered in New York with offices in Los Angeles and London.

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