

Viacom Names Martha Riley as Senior Vice President of Music Sales for Viacom Media Networks

NEW YORK, Jan. 15, 2014 /PRNewswire-FirstCall/ -- [Viacom Inc.](http://photos.prnewswire.com/prnh/20140115/NY46618) (NASDAQ: VIAB, VIA) today promoted Martha Riley to Senior Vice President, Music Sales, with sales responsibility for the company's Music and Logo Group, which includes MTV, MTV2, mtvU, VH1, VH1 Classic, Palladia and Logo. Based in New York, Riley will report directly to Jeff Lucas, Head of Sales for Music and Entertainment at Viacom.

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In her new role, Riley will provide the strategic connection between Viacom's Music and Entertainment Ad Sales group and the Music and Logo Group brands it supports. She will work closely with channel leadership to drive ad sales strategy and products that are consistent with each brand, its content and its overall goals. Riley will foster collaboration among Ad Sales, Integrated Marketing, Programming, Scheduling and Digital to develop marketing solutions that leverage the company's creative and cross-platform capabilities in full to achieve client objectives.

"Our Ad Sales team and its marketing solutions are at their best when they're fully aligned with the creative content of our brands across every screen," said Lucas. "Martha is a big picture, innovative thinker who knows how to get the most out of our content for our clients in a way that resonates with our audiences."

Riley is a twenty-year veteran of Viacom, and during that time she has worked extensively with the company's Music and Logo Group brands. Most recently, she served as Vice President of Sales for the Music Group, with responsibility for New York-based ad sales across MTV, MTV2, mtvU, VH1 and Logo. Earlier, Riley was Director of Sales for MTV2. She joined Viacom as a Sales Planner in 1993.

About Viacom

Viacom is home to premier global media brands that create compelling television programs, motion pictures, short-form video, apps, games, consumer products, social media and other entertainment content for audiences in more than 160 countries and territories. Viacom's media networks, including MTV, VH1, CMT, Logo, BET, CENTRIC, Nickelodeon, Nick Jr., TeenNick, Nicktoons, Nick at Nite, Comedy Central, TV Land, SPIKE, Tr3s, Paramount Channel and VIVA, reach approximately 700 million television subscribers worldwide. Paramount Pictures, America's oldest film studio, is a major global producer and distributor of filmed entertainment.

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 www.twitter.com/viacom.

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