

Viacom Taps Steve Agase to Run West Coast Ad Sales for Music & Entertainment Brands

NEW YORK, April 15, 2013 /PRNewswire/ -- [Viacom Inc.](http://photos.prnewswire.com/prnh/20130415/NY94234) (NASDAQ: VIAB, VIA) today named Steve Agase as Senior Vice President of Music & Entertainment Ad Sales, West Coast. In his new role, Agase will oversee West Coast ad sales for Viacom Media Networks Music and Entertainment, a portfolio that includes both linear and digital assets across CMT, COMEDY CENTRAL, MTV, LOGO, Spike TV, TV Land, and VH1. Agase will report to Jeff Lucas, Head of Sales for Music & Entertainment, out of the company's Santa Monica, CA office.

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

Agase will be responsible for growing Viacom Media Networks' partnerships with West Coast agencies and advertisers, including its key clients in the motion picture industry. He will work closely with the division's Programming, Integrated Marketing and Research teams to leverage linear and digital assets across the Music & Entertainment brands and meet client objectives.

"Steve is a proven sales leader with an intuitive understanding of how to create customized marketing solutions across a broad media portfolio and get real results for clients," said Lucas. "We're thrilled to welcome Steve aboard, along with the decades of sales experience in the West Coast region that he brings Viacom."

Prior to joining Viacom, Agase had a distinguished 30-year career as a sales professional at NBCUniversal. Most recently, Agase served as Senior Vice President of West Coast Sales for NBCUniversal, overseeing the company's Western Region sales team which represented three Broadcast and two Cable News Divisions. Prior to the company's merger with Comcast in 2010, Agase was responsible for sales for all of NBCU's Cable Entertainment properties in the Western Region, including USA Network, Bravo, SYFY, Chiller and Cloo.

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. 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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