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Viacom Names Justin Dini Senior Vice President, Corporate Communications

NEW YORK--(BUSINESS WIRE)-- Viacom Inc. (NASDAQ: VIAB, VIA) today announced that Justin Dini has been named Senior Vice President, Corporate Communications, effective immediately. He will report to Julia Phelps, Senior Vice President, Communications & Culture.

In his new role, Dini will lead Viacom's strategic communications efforts across the business, spanning corporate and financial priorities, both internally and externally. He will be responsible for shaping communications around Viacom's business, strategy and performance and will work closely with teams from across Viacom to support key functions, including advertising, content distribution, data and research, multiplatform products, human resources and more. Dini will also help to drive corporate culture and internal communications initiatives across the organization.

"Justin has guided some of the biggest, most influential companies in media and technology through moments of dramatic change," said Phelps. "He's a skilled, passionate communicator and his leadership will be essential as we tell the story of the new Viacom."

Most recently, Dini was a Partner at Brunswick Group, a global strategic communications firm, where he co-led the U.S. Technology, Media and Telecom practice. During his 10 years at the firm, Dini advised clients on corporate reputation management, as well as financial, crisis and corporate responsibility communications. Prior to Brunswick, he served as Special Assistant for Communications at the Office of New York City Comptroller Bill Thompson. Previously, Dini spent almost a decade as a business and financial journalist covering the media industry and Wall Street. His work has been published in *The New York Times*, *Institutional Investor*, *TheStreet* and *Adweek*.

Dini earned a Bachelor's degree in Journalism and Political Science from the University of Wisconsin-Madison.

About Viacom

Viacom is home to premier global media brands that create compelling television programs, motion pictures, short-form content, apps, games, consumer products, social media experiences, and other entertainment content for audiences in more than 180 countries. Viacom's media networks, including Nickelodeon, Comedy Central, MTV, VH1, Spike, BET, CMT, TV Land, Nick at Nite, Nick Jr., Logo, Nicktoons, TeenNick, Channel 5 (UK), Telefe (Argentina) and Paramount Channel, reach over 3.9 billion cumulative television subscribers worldwide. Paramount Pictures 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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Finsbury, on behalf of Viacom
Sara Evans, Kerry Golds
646-805-2066
sara.evans@finsbury.com

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