

VIACOM INTERNATIONAL MEDIA NETWORKS ASIA CLINCHES EXCLUSIVE BROADCAST RIGHTS TO BELLATOR MMA, THE FAST-RISING GLOBAL MIXED MARTIAL ARTS FRANCHISE

BELLATOR FINDS NEW HOME ON PARAMOUNT CHANNEL IN SOUTHEAST ASIA STARTING JANUARY 2018

ASIA, 19 December 2017 – Viacom International Media Networks (VIMN) today announced that they have acquired the rights from Electus International to air the popular mixed martial arts franchise, Bellator MMA, in a multi-market pan-Asia deal starting January 2018. Owned and operated by Viacom, Bellator MMA is available to nearly 1 billion people in over 160 countries featuring many of the world’s best and most recognizable combat sports stars.

With MMA’s growing popularity in the region, Paramount Channel will be the exclusive new home to Bellator starting January 2018. Subscribers spanning Southeast Asia, Hong Kong, Taiwan to the Pacific Islands can soon enjoy exclusive linear broadcast transmission of Bellator’s world championship events from venues around the world. There is also the potential of further collaboration with Bellator to stage fight events in Asia in future.

"The introduction of Bellator MMA on Paramount Channel is significant as we are amplifying Paramount’s focus on distinctive high-quality programming, offering viewers exclusive fight sports entertainment in addition to movies of various genres. More importantly, with the flourishing MMA scene and appetite for fight content in Southeast Asia, this addition can’t be more timely as we bring the pure adrenaline of Bellator to many MMA fans in the region," said Paras Sharma, Senior Vice President and General Manager for Southeast Asia.

The first fight card of 2018 season, “Bellator 192: Lima vs MacDonald” from The Forum in Los Angeles, features an action-packed lineup showcasing the biggest names in the sport. The highly-anticipated event includes a world welterweight title bout between Rory MacDonald and Douglas Lima and the first round of the Heavyweight Grand Prix between two MMA icons, Quinton “Rampage” Jackson and Chael Sonnen. Along with major LIVE events, Bellator fans can also look forward to “best-of” specials highlighting the most exciting scenes and iconic moments from the Bellator franchise to date. To cater to MMA fans around the region, MTV Asia will also carry selected Bellator content during Paramount-branded blocks while Paramount Channel rolls out further in Southeast Asia.

In 2018, Bellator MMA will present 24 live, exclusive, prime time combat sports events from venues in the US and across the globe. Sixteen of the fights will be in the US, and eight will be international, with more events to be scheduled.

The inclusion of Bellator makes Paramount Channel a premium entertainment destination not only offering great movies from Paramount studios, but fight sports entertainment in its programming lineup. From iconic box-office hits to heart-pumping tournaments, Paramount Channel integrates creative curation and thematic programming to provide a unique and entertaining viewing experience for audiences of all ages.



About Bellator

Bellator is a leading mixed martial arts and kickboxing organization featuring many of the best fighters in the world. Under the direction of veteran fight promoter Scott Coker, Bellator is available to nearly 1 billion people worldwide in over 160 countries. In the United States, Bellator can be seen on SPIKE, the combat sports television leader. Bellator is comprised of an executive team that includes top industry professionals in television production, live event orchestration, fighter development/relations, venue procurement, sponsorship creation/development, international licensing, marketing, advertising, publicity and commission relations. Bellator is based in Hollywood, Calif. and owned by entertainment giant Viacom, home to the world's premier entertainment brands that connect with audiences through compelling content across television, motion picture, online and mobile platforms.

About Viacom International Media Networks

Viacom International Media Networks (VIMN), a unit of Viacom Inc. (NASDAQ: VIAB, VIA), is comprised of many of the world's most popular multimedia entertainment brands, including MTV, MTV LIVE HD, Nickelodeon, Nick Jr., Comedy Central, Paramount Channel, and more. Viacom brands reach more than 3.8 billion cumulative subscribers in 180+ countries and territories via more than 200 locally programmed and operated TV channels and more than 550 digital media and mobile TV properties, in 40 languages. Keep up with VIMN news by visiting the VIMN PR Twitter feed at www.twitter.com/VIMN_PR. For more information about Viacom and its businesses, visit www.viacom.com, blog.viacom.com and the Viacom Twitter feed at www.twitter.com/Viacom.

Media Contact:

Yvette Yeo

Senior Manager, Communications, Southeast Asia Viacom International Media Networks T:

+65 6420 7154

e: yvette.yeo@vimn.com

ABOUT VIMN ASIA PRESS

Viacom International Media Networks (VIMN), a unit of Viacom Inc. (NASDAQ: VIAB, VIA), is comprised of many of the world's most popular multimedia entertainment brands, including MTV, MTV LIVE HD, Nickelodeon, Nick Jr., Comedy Central, Paramount Channel, and more. Viacom brands reach more than 3.4 billion cumulative subscribers in 180+ countries and territories via more than 200 locally programmed and operated TV channels

and more than 550 digital media and mobile TV properties, in 40 languages. Keep up with VIMN news by visiting the VIMN PR Twitter feed at www.twitter.com/VIMN_PR. For more information about Viacom and its businesses, visit www.viacom.com, blog.viacom.com and the Viacom Twitter feed at www.twitter.com/Viacom.



VIMN Asia Pressnewsroom