



COMEDY CENTRAL'S STAND-UP, ASIA! RETURNS WITH BRAND NEW COMEDY CONCEPT

Benjamin Kheng and Hirzi Zulkiflie of The BenZi Project to host Season 4

29 August 2019, Singapore – Shut the front door! Comedy Central's original production Stand-Up, Asia! is back for a fourth season with a fresh, evolved concept and new talent, inside and out. With a first-of-its-kind "unstaged" format, the new season will take the action off the stage and into a millennial co-living space to deliver the punchiest brand of Asian laughs, this time featuring sketches in addition to the show's signature stand-up comedy.

With stand-up comedy still very much at its heart, the scripted sketches will guide each episode and its comic talent, forming a narrative across the show. Sketch comedy extraordinaires from Singapore, **Benjamin Kheng** and **Hirzi Zulkiflie** of *The BenZi Project*, will host the series. The comedic duo aims to make you laugh, then think, then cry uncontrollably in existential dread (in that order). Comedy Central and BenZi will look to inject a smart dose of funny with satires that play on Asian culture, social norms and idiosyncrasies.

Abhishek K Rao, Senior Director – Comedy Central Brand, Southeast Asia, said, “Asian funnies are finding new life and fresh voices all the time, and Comedy Central is always on the lookout for new talent and to provide them a platform to shine. Season four will continue to deliver on the stand-up with some of the best comedic talent from the region, but we are really excited to also wrap it in sketch, taking the laughs even further through different characters and situations. Ben and Hirzi have clever and compelling voices that use humor for comment, brilliantly. Stoked to have them on board!”

“Comedy Central has always been a big part of my educational journey, from my young, directionless pre-teens to my cynical, directionless adulthood. Now I get to inspire and confuse a whole new generation!” said Benjamin Kheng.

Hirzi Zulkiflie continued, “Being a part of Comedy Central is such a dream. To have a network pick up our work is extremely encouraging. We worked so hard to brand an Asian style of comedy for a wider international audience and this is slowly but surely coming true.”

The full line-up of the comedic talent will be announced soon. Comedy Central ***Stand-Up, Asia!*** Season 4 is scheduled to premiere in November.

Since the channel was launched across Southeast Asia in 2012, Comedy Central has become one of the fastest growing brands for Viacom International Media Networks (VIMN), which is now available 24/7 in 16 Asian markets via 80 providers. Over the last eight years, the channel has collaborated with content creators and comedy clubs to develop featurettes, on-air promotions and marketing partnerships.



(Photo Credits: Daniel Ho)

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ABOUT COMEDY CENTRAL

Comedy Central, the world's biggest comedy network, has been making audiences laugh since it first launched in the United States in 1991. Renowned for featuring a stable of exclusive and tailor-made local and international comedy, the brand has become the ultimate destination for all kinds of humour, from traditional to satire to sketches to popular sitcoms. Outside of the United States, Comedy Central, seen in over 70 territories via more than 12 locally programmed and operated TV channels, is part of Viacom International Media Networks (VIMN), a division of Viacom Inc. (NASDAQ: VIA, VIAB), one of the world's leading creators of programming and content across all media platforms. For more information about Comedy Central in Asia, visit www.comedycentralasia.com.

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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

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