

MUSEUM OF THE MOVING IMAGE

FOR IMMEDIATE RELEASE

MUSEUM OF THE MOVING IMAGE TO HONOR PHILIPPE DAUMAN OF VIACOM, RANDY FALCO OF UNIVISION, AND GEORGE S. KAUFMAN OF KAUFMAN ASTORIA STUDIOS ON APRIL 19 AT THE ST. REGIS HOTEL

Astoria, New York, March 22, 2012— Herbert S. Schlosser, Chairman of the Board of Trustees of Museum of the Moving Image, announced today that Philippe Dauman, President and Chief Executive Officer of Viacom, Inc.; Randy Falco, President and Chief Executive Officer of Univision Communications, Inc.; and George S. Kaufman, Chairman of Kaufman Astoria Studios and The Kaufman Organization, will be honored at the Museum's annual black-tie benefit on Thursday, April 19, 2012, at The St. Regis Hotel. Each spring, the Museum holds this event, recognizing top leaders in the media industry.

"We are proud to be honoring three outstanding executives who have made such lasting contributions in motion pictures, television, and digital media," said Mr. Schlosser. "Under Philippe Dauman's leadership, Viacom has soared, with some of the world's most iconic and recognized entertainment brands across multiple screens. Randy Falco has supervised the fast and steady growth of Univision as the nation's number one Spanish-language provider of news and entertainment to Hispanic America. George Kaufman was a pioneering force in bringing feature film and television production back to New York; and, closer to home, he has been integral to renewing the Astoria neighborhood shared by the Museum and Kaufman Astoria Studios."

Kaufman Astoria Studios and the Museum also share a historic bond with Paramount Pictures, now a division of Viacom. The original studio compound, of which the Museum building was a part, was established in 1920 as Paramount's East Coast production facility.

Philippe Dauman has been President and CEO of Viacom, Inc. since September 2006. 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 approximately 160 countries and territories. With more than 160 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 and Tr3s. Paramount Pictures, celebrating its 100th year in 2012 and creator of many of the most beloved motion pictures, continues today as a major global producer and distributor of filmed entertainment. This summer the Museum will celebrate Paramount Pictures' centennial with a month-long film series.

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.

As President and CEO of Univision Communications, Randy Falco leads the nation's premier media company serving Hispanic America. The company's assets include the broadcast television network Univision, one of the top five networks in the U.S. regardless of language and the most-watched Spanish-language broadcast television network in the country, and TeleFutura, the number two Spanish-language network in key dayparts; Univision Cable Networks, which includes Galavisión, the top Spanish language cable network, and a suite of six special interest cable networks; Univision Radio and the Univision Television Group, which includes local television and radio stations in major U.S. Hispanic markets and Puerto Rico; and Univision Interactive Media, the leading Spanish-language digital group in the United States which includes Univision.com, the most-visited U.S. Spanish-language online portal. Prior to joining Univision, Mr. Falco served as Chairman and CEO of AOL, Inc. Before that Mr. Falco spent more than 30 years at NBC Universal, Inc., where he most recently served as President and Chief Operating Officer of the NBC Universal Television Group.

As a real estate developer, civic leader, and philanthropist, George S. Kaufman has revitalized the Kaufman Astoria Studios campus, as well as neighborhoods across the city, and office buildings in New York City. He currently serves as Chairman of Kaufman Astoria Studios and The Kaufman Organization, which was listed by *Crain's New York Business* as one of the top 25 Commercial Property Managers in 2011. In 1980, Mr. Kaufman began transforming the historic film and television studio into a vibrant, full-service production center in New York similar to studios on the West Coast. The efforts of Mr. Kaufman and his studio management team have played a central role in bringing feature film and television productions to the City.

Both Mr. Falco and Mr. Kaufman serve on the Museum's Board of Trustees.

"We are delighted to have such accomplished and successful honorees who have made significant marks on the world of media and entertainment," said Carl Goodman, the Museum's Executive Director. "Funds raised from this evening will help the Museum maintain and strengthen its education programs, which serve over 50,000 students and teachers each year. These programs leverage the power of film, television, and digital media to build 21st Century literacy skills and inspire the next generation of moving image makers.

Founded in 1981, Museum of the Moving Image is the only institution in the United States that deals comprehensively with the art, technology, and social impact of film, television, and digital media. It houses the nation's largest collection of moving image artifacts and screens over 400 films annually. Its exhibitions—including the core exhibition, *Behind the*

Screen—are noted for their integration of material objects, computer-based interactive experiences, and audiovisual presentations. The Museum has seen more than 200,000 visitors since the opening of its expanded and renovated building in January 2011.

For ticket information, please contact Event Associates at 212 245 6570.

Press inquiries about the Museum should be directed to Tomoko Kawamoto, Museum of the Moving Image, at 718 777 6830 or tkawamoto@movingimage.us.

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