

## **GREG ECONOMOU NAMED EXECUTIVE VICE PRESIDENT & CHIEF REVENUE OFFICER FOR DICK CLARK PRODUCTIONS**

LOS ANGELES, CA (August 20, 2013) – Highly regarded marketing and sales executive, Greg Economou has been named Executive Vice President & Chief Revenue Officer for dick clark productions, it was announced today by Michael Mahan, President of DC Media, the parent company of dick clark productions. In the newly created position, Economou will be responsible for driving revenue across all dcp events including such flagship shows as the *American Music Awards*, the *Academy of Country Music Awards*, and *Dick Clark's New Year's Rockin' Eve with Ryan Seacrest*, in addition to the upcoming *Hollywood Film Awards* and a variety of other projects at various stages of production. He will be based in the company's Los Angeles headquarters and will report directly to Mahan.

"Greg is a proven leader with integrated selling experience and a phenomenal record in revenue generation, said Mahan. "He brings a wealth of knowledge and will play an important role in connecting brands with entertainment in innovative and meaningful ways across multiple dcp properties."

"I'm thrilled to join Allen Shapiro, Mike Mahan and the entire dcp team who are a driving force in entertainment and television programming with some of the biggest events in the world," said Economou. "Needless to say, it's an exciting time at dick clark productions and I look forward to helping further develop each of the dcp projects by integrating state-of-the-art strategies and partnership platforms."

Mr. Economou most recently served as the Executive Vice President of Revenue Performance, for the Madison Square Garden Company, where he worked across the entire company landscape including sports, entertainment and media, leading several key revenue generating groups. Prior to that, he was Executive Vice President of Business Operations for Bobcats Sports & Entertainment in Charlotte, North Carolina where he managed all business operations for the NBA team and arena, including all marketing and sales efforts, creating and implementing business and commercial strategies.

Previous posts include the National Basketball Association where he was the Senior Vice President of Marketing and Communications. He founded BRANDTHINK in 2001, where he served as CEO of the successful management consulting firm focusing on sports and entertainment. Additional top-level marketing and branding roles were held at SFX Sports and SME Branding.

Mr. Economou began his career in athletics playing for the University of Connecticut basketball team and as a professional basketball player in Greece where he played for the Olympiakos Athletic Club, before entering the business world at UConn Athletics where he was Assistant Director of Athletic Development.

### **ABOUT DICK CLARK PRODUCTIONS**

Founded in 1957, dick clark productions, inc (dcp) is a leading independent producer of television programming. dcp produces perennial hits such as the "American Music Awards," "Golden Globe Awards," "Academy of Country Music Awards," and "Dick Clark's New Year's Rockin' Eve with Ryan Seacrest." dcp also produces popular weekly

television programming, including “So You Think You Can Dance,” and owns and maintains one of the world’s most unique and extensive entertainment libraries, which includes more than 30 years of “American Bandstand” footage. For additional information, visit [www.dickclark.com](http://www.dickclark.com) <<http://www.dickclark.com>> .

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