

DICK CLARK PRODUCTIONS AND JUKIN MEDIA TO BRING THE FAILARMY YOUTUBE CHANNEL TO INTERNATIONAL TV MARKETPLACE

dcp International Greenlights 20 Episodes

LOS ANGELES, CA (April 7, 2014) – dick clark productions, the world’s largest producer and proprietor of television events, and Jukin Media, the company that discovers, acquires and distributes today’s hottest viral videos are joining forces to bring Jukin’s successful YouTube channel *FailArmy* to the international television market. *FailArmy* is the first property announced by dcp International since the division was formed and has been greenlit for 20 half-hour episodes. dcp International will finance and distribute the format. Jukin Media will serve as executive producer.

With nearly 5 million subscribers and one billion total views, *FailArmy* has quickly become one of the top 100 YouTube channels worldwide and the go-to entertainment source for the best fails on the web since it launched in July 2011. Each thirty-minute episode will capture the spirit of *FailArmy* and further engage viewers with new media that will be woven into the fabric of the show.

“An ouch is still an ouch in any language and that is one of the reasons why *FailArmy* performs extremely well globally with more than half of our web traffic coming from outside the U.S.,” said Jon Skogmo, CEO and founder of Jukin Media. “By partnering with dcp and making *FailArmy* a true pan-platform show, we are able to bring our loyal global viewers the fails and funny videos they love while reaching new, television audiences.”

“As dcp looks to expand our international distribution, we are looking for properties that resonate with today’s global audiences,” said Mark Rafalowski, Executive Vice President, of

dcp International. “*FailArmy* gives us the opportunity to grow our television business by creating a show that connects with a global viral video audience

Executives from both dcp International and Jukin Media will be showcasing the trailer for *FailArmy* during this year’s MIPTV, beginning April 8.

ABOUT DICK CLARK PRODUCTIONS

dick clark productions (dcp) is the world’s largest producer and proprietor of televised events. dcp produces perennial hits such as the “American Music Awards,” “Golden Globe Awards,” “Academy of Country Music Awards,” “Hollywood Film Awards,” “Billboard 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 one of the world’s most unique and extensive entertainment archive libraries with more than 55 years of dcp’s award-winning shows, historic programs, specials, performances and legendary programming. In 2014, dcp will debut “The PEOPLE MAGAZINE Awards” on NBC and joint venture Keshet DCP will premiere the weekly television series “Rising Star” on ABC. For additional information, visit www.dickclark.com

ABOUT JUKIN MEDIA

Founded by Jon Skogmo, one of the “25 New Media Stars of the YouTube Business Ecosystem,” Jukin Media has become the worldwide leader in the discovery, acquisition, monetization, and distribution of user-generated video content. The company runs the largest viral entertainment network on YouTube, generating more than 400 million monthly views. The company’s vast library of short-form viral content is regularly seen on premier news and entertainment outlets such as CNN, MTV, NBC, Yahoo!, and countless others. For

additional information, visit www.jukinmedia.com

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