



DICK CLARK PRODUCTIONS LAUNCHES DCP INTERNATIONAL

MARK RAFALOWSKI APPOINTED EXECUTIVE VICE PRESIDENT DICK CLARK PRODUCTIONS INTERNATIONAL

SANTA MONICA, CA (January 23, 2014) – dick clark productions, the world’s largest producer and proprietor of television events, today announced the creation of dick clark productions international. The new division will focus on the creation and expansion of dcp’s international distribution network, as well as, the acquisition, financing and creation of new shows.

Mark Rafalowski has been appointed Executive Vice President of dcp International, by Mike Mahan, President of dick clark productions. In the newly created role, Rafalowski will be responsible for growing dcp’s international distribution and content development network. Rafalowski will be based in the company’s Santa Monica headquarters and will report directly to Mahan.

“Mark’s track record in both domestic and international distribution makes him the perfect executive to oversee our vision for a full service in-house international division. He understands the international television landscape and the importance of having the right partners on a global scale to create and grow TV brands worldwide,” said Mahan.

“With the ever-increasing global consumption of TV content and dick clark productions strategic growth trajectory, it is a perfect time to join the team under the superior leadership of Allen Shapiro and Mike Mahan,” said Rafalowski. “International distribution gives us the ability to develop and grow all areas of the television business from reality and scripted to formats and acquisitions. We look forward to building on our current relationships and actively growing the business internationally.”

The American Music Awards, Billboard Music Awards, Hollywood Film Awards, The PEOPLE MAGAZINE Awards, Academy of Country Music Awards and Dick Clark’s New Year’s Rockin’ Eve with Ryan Seacrest are the current shows which will be distributed by the new division.

Ratings continue to rise year over year in the U.S. with the American Music Awards up 36% with 12.9 million viewers and a record setting Twitter audience of more than 10.2 Million with more than 7.6 million Tweets sent in the U.S. about the show. Dick Clark’s New Year’s Rockin’ Eve with Ryan Seacrest hit a 13-year high attracting an average audience of 22.8 million viewers. The 2014 Billboard Music Awards will be produced by DCP for the first time. Last year, the BBMA drew 9.5 million total viewers.

Rafalowski previously served as SVP of Business Development for dick clark productions in the late 1990’s. From 2003 through 2009, Rafalowski was President of Rive Gauche Television where he expanded their business through extended series commitments, acquisitions, co-productions and new productions including The Dog Whisperer with Cesar Milan, Whacked Out Sports, Scare Tactics, Pitbulls and Parolees and more. After that, he was the Chief Operating Officer at Radical Studios, creating IP in the graphic novel world and developing it for feature films and television exploitation including Oblivion, the

feature starring Tom Cruise which recently grossed \$290 million in worldwide box office. He was a consultant to Mosaic and Caisse de depot during the original acquisition of DCP, the founder and CEO of TradeWinds Television and SVP of Development and Sales at Western International Syndication. In addition, Rafalowski has consulted with multiple media clients such as Radar Pictures Viacom Networks, Anderson Merchandisers and Artist Direct.

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.

###

Media Contact:

dick clark productions

Liz Morentin, 310-255-4602, lmorentin@dickclark.com