

Young Hollywood, Momentum Entertainment Group Launching New Channel for Rio 2014

- **Global content experts partner on unprecedented celebrity and entertainment content around FIFA World Cup 2014 in Brazil**

BEVERLY HILLS, Calif.,— July 15th, 2013 – World leader in celebrity video Young Hollywood, LLC and Momentum Entertainment Group (MEG) – the content development and production division of Momentum Worldwide – have announced the joint launch and ownership of an upcoming channel that will debut in April 2014 to capitalize on the excitement and celebrity buzz surrounding FIFA World Cup 2014 in Rio.

The new channel will give digital savvy viewers a never-before-seen look at the worldwide celebrity and athlete presence surrounding the biggest global event in sports. The channel will stay true to the Young Hollywood reputation for taking its audience beyond the velvet rope with exclusive access and one-of-a-kind coverage, revealing the inside stories of celebrity life as told by the celebrities themselves – this time right from the World Cup epicenter in Brazil. The channel will also be fortified by MEG’s global content capabilities (the content studio packaged *ROGUE* and produced *Full Circle* with DIRECTV this year) and Momentum’s worldwide brand partnerships.

“We’re incredibly excited to partner with Momentum to create this new channel around the Rio events, opening new doors for Young Hollywood and its viewers, as we continue to provide the industry’s premiere multi-platform celebrity experience – wherever that experience lives,” said Young Hollywood Founder/CEO RJ Williams. “There’s an untold story of the World Cup celebrity experience that Young Hollywood will tell in living color, in a channel that will lead to new partnerships and content opportunities.”

“Our collaboration with Young Hollywood is an exciting move for Momentum as we partner with Young Hollywood to pioneer new channels, inventive content, innovative brand opportunities and international connections with audiences passionate about celebrity and sports,” said Momentum Chairman & CEO Chris Weil. “We’re excited to advance our proven reputation for high quality content that speaks to modern consumers across media.”

Young Hollywood’s content has received over 2 billion views to-date across its multiple distribution platforms and combined social media touch points. In addition to owning its flagship site – YoungHollywood.com – Young Hollywood syndicates its content to several other high profile media partners, including YouTube (an Original Channel Partner), HULU, Yahoo!, AOL and numerous mobile and broadcast television outlets.

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ABOUT YOUNG HOLLYWOOD

Young Hollywood is a multi-platform media brand and one of the world’s largest independent producers and distributors of professional and exclusive celebrity video programming. Young Hollywood licenses the Young Hollywood trademark for a range of consumer products and services; owns and operates a broadcast studio housed within The Four Seasons Hotel in Los Angeles; and works as an influential marketing vehicle by creating innovative solutions for Fortune 500 Advertisers through branded content integrations and viral marketing campaigns. Headquartered in Los Angeles, California, the company was founded in 2007 by RJ Williams, who serves as the company CEO. For more information, please visit www.yhworldwide.com.

ABOUT MOMENTUM ENTERTAINMENT GROUP

Momentum Entertainment Group (MEG) is the content development and production division of Momentum Worldwide, creating high quality content and programming for broadcast and brands alike. Part of the Interpublic Group of Companies (NYSE:IPG) and launched in 2011, our expertise and projects include scripted, reality, drama, comedy, digital and beyond. MEG currently has offices in Hollywood, New York, New Orleans and London.

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