



Nickelodeon Hotels & Resorts Punta Cana Introduces the Nickelodeon Travel Specialist Program

Brand New Five-star Resort Creates Travel Agent Program Dedicated to Agents Looking to Specialize in Family Fun Luxury Vacations

MIAMI (May 17, 2016) – Karisma Hotels & Resorts and Viacom International Media Networks (VIMN) a division of Viacom Inc. (NASDAQ:VIAB and VIA), are pleased to announce the **Nickelodeon Hotels & Resorts Punta Cana** Travel Specialist Program. Starting today, travel agents who book at least three reservations for Nickelodeon Hotels & Resorts Punta Cana are entitled to become a Nickelodeon Hotels & Resorts Punta Cana Travel Specialist.

Nickelodeon Hotels & Resorts Travel Specialists will have access to exclusive promotions, added values and marketing tools. Specialists will also be acknowledged as such on the Nickelodeon Hotels & Resorts Punta Cana website to help them drive bookings, receive an exclusive 3-day FAM trip to the upscale property, and have access to the Gourmet Inclusive® Vacation Consultant Awards with special category recognition.

“Karisma Hotels & Resorts is always dedicated to our agents,” said Armando Chomat, executive vice president of sales & marketing at Karisma Hotels & Resorts. “With the launch of such an extraordinary family property, we knew we had to create something equally special for our family focused travel agents. The Nickelodeon Hotels & Resorts Punta Cana Travel Specialist Program rewards and supports agents and our loyal Gourmet Inclusive® Travel Consultants with exclusive incentives while allowing them to experience this exceptional resort firsthand.”

In order to become a Nickelodeon Hotels & Resorts Travel Specialist, travel agents must book at least three reservations. They must then achieve a minimum of 12 bookings for Nickelodeon Hotels & Resorts Punta Cana as of December 31, 2016 to maintain their status for 2017.

Bookings must be registered on the Karisma Travel Agent Portal, www.karismatravelagents.com under the Gourmet Inclusive® Vacation Consultant or Agent Rewards profiles. Once bookings are registered, travel agents in good standing will be listed as a Nickelodeon Travel Specialist on www.nickresortpuntacana.com/Specialist. This program is

open to all travel agents who are registered as Agents Rewards or Karisma Gourmet Inclusive® Vacation Consultants in the Travel Agent Portal. Bookings made at any time qualify. Group reservations are considered one booking.

Opening in summer 2016, Nickelodeon Hotels & Resorts Punta Cana will be the first-ever international five-star Nickelodeon hotel property, providing both non-stop family entertainment and Karisma's renowned Gourmet Inclusive® Experience. Located on the golden sands of Uvero Alto beach in the Dominican Republic, the upscale property will feature 208 oversized suites and 10 Gourmet Inclusive® restaurants. The resort has re-imagined the art of hospitality to deliver delightful twists including surprise slimings and unexpected visits from your favorite Nickelodeon characters. Combined with world-class dining, sleek modern design and innovative amenities, Nickelodeon Hotels & Resorts Punta Cana will offer an unforgettable getaway for Nickelodeon fans and luxe resort lovers alike.

Standard rates at Nickelodeon Hotels & Resorts Punta Cana begin at \$345 per adult, per night including the Gourmet Inclusive® Experience, with complete a la carte dining, premium alcoholic and non-alcoholic beverages, full-service concierge, and 24-hour room service.

Guests who book now can take advantage with savings of up to 45 percent. **Sun, Slime & Savings!** is valid for bookings from now until May 31, 2016. Additionally, kids under 13 years old **Stay, Eat and Play Free** with a minimum 3-nights' stay. The Sun, Slime & Savings! special and kids Stay, Eat and Play Free promotions are combinable and valid for stays May 1 – December 18, 2016.

Nickelodeon Hotels & Resorts Punta Cana will open in summer 2016. Reservations are currently being accepted and can be booked by calling 1 (844) 733-NICK or by visiting www.nickresortpuncacana.com.

About Karisma Hotels & Resorts:

Karisma Hotels & Resorts, an award-winning luxury hotel collection which owns and manages properties in Latin America, the Caribbean and Europe, comprises an impressive portfolio including El Dorado Spa Resorts & Hotels, Azul Hotels & Villas by Karisma, Generations Resorts by Karisma, Allure Hotels by Karisma and Karisma Hotels Adriatic. Properties have been honored with the industry's top accolades including *Conde Nast Traveler's* "Top 100 Hotels in the World," *Conde Nast Traveler's* "Top 30 Hotels in Cancun," TripAdvisor® Traveler's Choice "Best Family Resort in the World," and "Best Hotels for Romance," and AAA's "Four Diamond Award." Karisma has received worldwide recognition for its creative approach to hospitality management and product innovations. For reservations and a full list of Karisma properties, please visit www.karismahotels.com.

About Nickelodeon

Nickelodeon is one of the most globally recognized and widely distributed multimedia entertainment brands for kids and family. It has built a diverse, global business by putting kids first in everything it does. The company's portfolio includes television programming and production around the world, plus special events, consumer products, digital offerings, recreation, books, feature films and pro-social initiatives. Nickelodeon's brands reach 1.1 billion cumulative subscribers in more than 160 countries and territories, via more than 80+ locally programmed channels and branded blocks. Outside of the United States, Nickelodeon is part of Viacom International Media Networks, a division of Viacom Inc. (NASDAQ: VIAB, VIA), one of the world's leading creators of programming and content across all media platforms.

About VIMN

Viacom International Media Networks(VIMN), a unit of Viacom Inc. (NASDAQ: VIAB, VIA), is comprised of many of the world's most popular multimedia entertainment brands, including MTV, Nickelodeon, Comedy Central, BET, Paramount Channel, Channel 5 in the UK, VH1, VIVA, COLORS, Spike, Game One and Tr3s: *MTV, Música y Más*. Viacom brands are seen globally in more than 3.2 billion households in approximately 170 territories and 40 languages via more than 200 locally programmed and operated TV channels and more than 550 digital media and mobile TV properties.

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Media Contacts: Jennifer Wade, Nicole Kraft or Dina Rosenberg at J. Wade Public Relations, 415.325-5519, karismapr@jwadepr.com.