

Karisma Hotels & Resorts and Viacom International Media Networks Sign Landmark Agreement to Develop Nickelodeon Hotels

Luxurious Family-Friendly Hotel Collection to Deliver Nickelodeon-Style Vacations, Debuting with Properties in the Dominican Republic and Mexico

MIAMI (March 23, 2015) – [Karisma Hotels & Resorts](#) and Viacom International Media Networks (VIMN) a division of Viacom Inc. (NASDAQ:VIAB and VIA), are pleased to announce the signing of a landmark agreement to develop Nickelodeon Hotels¹. A Gourmet Inclusive® collection of luxurious family-friendly properties, Nickelodeon Hotels will represent the first and only international hotels for Nickelodeon, one of the most globally recognized and widely distributed multimedia brands for kids.

The milestone deal includes plans to debut Nickelodeon Hotels with the opening of Nickelodeon Punta Cana in the Dominican Republic in late 2016. A second Nickelodeon Hotel will open in Mexico shortly thereafter. [Karisma Hotels & Resorts](#) is an award-winning luxury hotel collection, which owns and manages properties in Latin America, the Caribbean and Europe.

“We are ecstatic to partner with Viacom International Media Networks on the creation of Nickelodeon Hotels, a collection that will embody our shared commitment to deliver family-friendly experiences that are as fun as they are unforgettable,” said Mandy Chomat, Vice President of Sales and Marketing for Karisma Hotels & Resorts. “Karisma Hotels & Resorts’ focus on elevated carefree vacations and exceptional service combined with the adventurous spirit and playfulness that define Nickelodeon are sure to make Nickelodeon Hotels destinations unlike any other for guests of all ages.”

Nickelodeon Hotels will feature the Gourmet Inclusive® Experience, a vacation carefully catered to guests that prefer quality over quantity. From the presence of favorite Nickelodeon characters like SpongeBob SquarePants, Dora and the Teenage Mutant Ninja Turtles to resort attractions and entertainment, Nickelodeon Hotels will be the ultimate upscale spot for memory making, family vacations. Accommodations at Nickelodeon Hotels will be spacious and relaxing, easily welcoming families of all sizes into a comfortable and luxurious retreat.

“We are eager for our fans to experience Nickelodeon Hotels, which we are confident will raise the bar for family vacations and incredible fun in coveted tropical destinations,” said Gerald

¹ “Nickelodeon Hotels” is a working title.

Raines, Senior Vice President, Global Nickelodeon Recreation Partnerships. “Our agreement to develop Nickelodeon Hotels with Karisma Hotels & Resorts gives us an opportunity to expand upon our existing partnership and to provide an all-encompassing Nickelodeon style-experience that the entire family can engage in and enjoy.”

Nickelodeon Hotels is the second offering from partners, Karisma Hotels & Resorts and Viacom. It follows news of the Nickelodeon Experience at Azul Hotels, by Karisma, debuting at Azul Beach Hotel, Azul Sensatori Hotel, and Azul Fives Hotel in the Riviera Maya, Mexico in summer 2015.

To stay updated and learn more about Nickelodeon Hotels and the Nickelodeon Vacation Experiences at Azul Hotels by Karisma, please visit www.karismahotels.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 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 Viacom International Media Networks

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. Keep up with VIMN news by visiting www.twitter.com/VIMN_PR.

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