

## **NBC'S SCOT CHASTAIN NAMED CO-CHAIR, PROMAXBDA BOARD OF DIRECTORS**

LOS ANGELES – February 18, 2014 – PromaxBDA, the leading global association for marketing, promotion and design professionals in the entertainment industry, today announced that Scot Chastain, Senior Vice President, Affiliate Marketing and Development at NBC Television Network has been elected to serve as Co-Chairman of the PromaxBDA Board of Directors alongside Joe Earley, Chief Operating Officer for the Fox Broadcasting Company. Chastain will assume his position at PromaxBDA: The Conference in New York on June 10, 2014, as Lisa Gregorian, Chief Marketing Officer, Warner Bros. Television Group concludes her two-year term as Co-Chair.

“Scot is an incredible and talented marketing executive and has been passionately involved with PromaxBDA for many years and a past board member,” said Joe Earley, Chief Operating Officer for the Fox Broadcasting Company and PromaxBDA board Co-Chair. “I am fortunate to have the opportunity to work alongside him as Co-Chair and look forward to utilizing his creativity, innovation and expertise.

“I’d also like to thank (outgoing Co-Chair) Lisa Gregorian for her tireless dedication to the Board and to the membership of PromaxBDA,” added Earley. “Her contributions, both creatively and organizationally, will be positively felt for years to come. She joined the Board with a very clear set of goals, which she has accomplished. She focused on ensuring that PromaxBDA continued to evolve into a first-rate, year-round association that truly serves its membership -- grown by double digits. She was also keenly interested in bringing local stations back into the fold and did that quite successfully with our annual Station Summit. I will miss her as my gavel wielding partner.”

PromaxBDA Board Co-Chairs, Earley and Chastain will lead the Board of Directors, the governing body of PromaxBDA that oversees strategic planning of conferences and awards and year-round member services, and the development of long-term goals and organizational direction.

“Scot is one of the most respected industry executives with unmatched expertise in affiliate marketing,” said Betsy Scolnik, Interim CEO, PromaxBDA International. “We’re thrilled that he is joining Joe as Co-Chair and we will use his unique perspective and incomparable skillset to help our organization serve the global marketing community. And, thank you to Lisa. Your out-of-the-box-thinking and don’t-take-no-for-an-answer approach to PromaxBDA has provided us with absolute kick-ass momentum.”

As Senior Vice President, Affiliate Marketing and Development for NBC Networks, Chastain oversees the bi-coastal NBC Affiliate Marketing groups that develop and distribute all network

marketing, sales and advertising materials for the 230+ affiliate and owned television stations. His team ensures the promotion of the network across all local station's on-air and digital platforms. In addition, he also serves as Executive Producer of NBC's key client presentations as well as major affiliate business and marketing meetings.

Mr. Chastain has served in his current position since 2008. In 1995, he joined NBC Entertainment as Manager, Affiliate Advertising & Promotion Services, working his way up to Director, and in 1999 he was made Vice President of the department. Prior to joining NBC, Chastain worked in local markets, performing a variety of roles that included Production, Promotion, Operations Manager and Special Projects Executive Producer.

Elected to the PromaxBDA board in 2005, he served as treasurer from 2007-2008, Vice Chair from 2009-2013 and for the last seven years, he has led the all-important Conference Committee.

PromaxBDA: The Conference 2014 will bring together the world's most innovative marketers, creatives, strategists, designers and thought leaders for three days of business insights and creative inspiration, culminating with the PromaxBDA Promotion, Marketing and Design Awards, to celebrate the excellent work being produced by its talented membership. The Conference returns to New York City June 10-12.

#### About PromaxBDA

PromaxBDA is a member-based association representing more than 10,000 companies and individuals from major media organizations, marketing and advertising agencies, research companies, strategic and creative vendors, and technology providers around the globe. The goal of the Association is to lead the global community of those passionately engaged in the marketing of television and video content on all platforms, inspiring creativity, driving innovation and honoring excellence. With companies and individuals drawn from more than 70 countries, PromaxBDA is a truly international organization uniting the individuals who will pioneer tomorrow's electronic and broadcast media.