



Seth Skolnik

*Senior Vice President, Business Development
Paramount Digital*

Seth Skolnik is senior vice president, business development for Paramount Digital Entertainment (PDE), the studio's interactive unit. In this capacity, Mr. Skolnik directs PDE's strategy for creating opportunities by extending Paramount brands (such as "Star Trek" and "Entertainment Tonight") onto digital platforms, often in conjunction with partners, who bring complementary technologies, services, or other contributions to the ventures. "StarTrek.net powered by EarthLink," themed Internet access for fans of the series, is one such business launched in 2002.

Mr. Skolnik has been involved with Paramount's digital activities in various capacities for more than eight years. He has also served as vice president, development & e-commerce for PDE, a position in which he helped create the blueprint for the group's long-term strategy, as well as act as primary liaison to IBM's e-business unit in the development of an e-commerce co-venture. Mr. Skolnik previously served as PDE's supervising producer and producer on many early online projects, including those for the group's 1996-98 relationship with Microsoft's MSN online service. He was also a key player in the formation of PDE in May 1995, co-authoring the initial business plan. He began his association with Paramount as a Bay Area-based Internet consultant who assisted the studio in creating the first ever Web site to promote a theatrical release -- the "Star Trek Generations" site, launched in October 1994.

Mr. Skolnik has also worked as a senior consultant with Andersen Consulting and has additional experience in the radio programming and music industries. Mr. Skolnik holds an MBA from the Stanford Graduate School of Business and a BA in history from Dartmouth College, where he was elected to Phi Beta Kappa, and served in various on-air and management capacities at student-run commercial radio stations WDCR/WFRD-FM.

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Paramount Digital Entertainment combines Paramount's vast creative resources with state-of-the-art technology, in cooperation with advertising, distribution, and promotional partners, to provide consumers with entertaining content and rewarding interactive experiences. PDE is headquartered in Hollywood, California, and is part of the entertainment operations of Viacom Inc.