

## VICE MEDIA NAMES ADAM STOTSKY AS CHIEF EXECUTIVE OFFICER

LOS ANGELES – June 16, 2025 – VICE Media today named Adam Stotsky Chief Executive Officer of the company. Stotsky spent nearly two decades as a business and marketing leader at NBC Universal. He also served as President of Dick Clark Productions, the world's largest producer and proprietor of televised live event entertainment programming. The announcement was made by Michael Lang, Executive Chairman of VICE Media and President of Lang Media Group.

Stotsky's appointment follows the recent announcement of former Amazon and Paramount Television executive Amy Powell joining the company as President of VICE Studios. Stotsky will be based in Los Angeles and report to Lang.

An innovative executive with an established track record of driving business growth and brand value, Stotsky will oversee the business and operational strategy of the company, connecting and expanding VICE Media's portfolio which includes VICE Studios (content production arm led by Powell), VICE Sports (includes a 40M subscriber cable television network), VICE Commercials (combination of Pulse Films and London Alley Entertainment), VICE News (*Shane Smith Has Questions* video podcast), and the high-growth advertising agency Virtue.

Lang said, "Adam is a seasoned operator with deep brand expertise across television, sports, and media. He is the perfect executive to lead VICE for our next phase of growth. The company has significant momentum and with Adam now in place, we are well-positioned for the future. We are thrilled that he has joined the company as CEO."

"I look forward to building the company and the VICE brand during a time of rapid change and consolidation in the media and entertainment sector," said Stotsky. "I want to thank Mike and the Board for the opportunity to lead VICE and am excited to partner with Amy and the talented teams across the company."

Stotsky's appointment follows the company's wide-ranging distribution deal with ITV Studios and recent acquisitions of Cuba Pictures (from Curtis Brown and UTA) and London Alley Entertainment. Other areas of the company are also experiencing significant growth. VICE Studios is behind the hit television franchise *Gangs of London* and the documentary and social media phenomenon *Bama Rush* on HBO Max which is set to premiere as an unscripted series on Lifetime. The company's aggressive move into sports programming has enjoyed early success with the launch of several new original series on VICE TV with partners ranging from Peyton Manning's Omaha Productions to Michael Strahan's SMAC Entertainment. Also, Virtue recently won a Clio for its MGA Entertainment campaign and earlier this year, produced a Super Bowl commercial for soda brand poppi.

Stotsky has more than 30 years of experience in television, sports, and entertainment marketing. At NBC Universal, he was President of two television networks, E! Entertainment and Esquire Network. He also served as Chief Marketing Officer of NBC Entertainment. More

recently, Stotsky led the commercial and creative transformation of Dick Clark Productions and oversaw the company's sale to Penske Media [Eldridge] in 2023. As President of Religion of Sports, Stotsky built the operational strategy that contributed to a \$50 million Series B capital raise from [Shamrock Capital Partners]. He has earned several industry accolades including Emmy, Peabody, Promax, Clio, Cannes Lion, and EFFIE awards. He was named to *Ad Age's* "Marketing 50" and *Multichannel News's* "40 Under 40."

VICE Media also announced today that Bruce Dixon has decided to depart the company. Dixon will serve as a consultant during the leadership transition.

Lang added, "The Board and I want to thank Bruce for all his efforts to streamline the company, achieve profitability, and position us for strategic growth. Bruce accomplished exactly what he set out to do as CEO, and we wish him much continued success in his next chapter."

### **About VICE Media**

VICE Media is a global media and entertainment company, focused on producing authentic and compelling content across television, film, sports, digital, news and branded advertising. The company has four main businesses in its portfolio: VICE Studios (award-winning television, documentary, film and digital production company); VICE Sports (leader in producing sports related content and includes VICE TV, a 40M+ subscriber cable network), Virtue (full-service advertising agency) and VICE Commercials (leading commercials and music video production company which includes Pulse Films and London Alley Entertainment). Recent VICE Studios content includes the hit series *Gangs of London* (available on Sky in the UK and Netflix in the U.S), the HBO Max documentary *Bama Rush*, the VICE News video podcast *Shane Smith Has Questions* and Virtue's Diss-Mas holiday campaign for the toy giant MGA Entertainment which earned a Clio. The company also has a joint venture with Savage Ventures to operate its VICE branded digital channels.

VICE Media is owned by Fortress Investment Group, Soros Capital Management and Monroe Capital.