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**Contact:**

Jason Conwall | [jconwall@esd.ny.gov](mailto:jconwall@esd.ny.gov) | (800) 260-7313

Jake Goldman (VICE) | [jake.goldman@vice.com](mailto:jake.goldman@vice.com) | (917) 273-5191

ESD Press Office | [pressoffice@esd.ny.gov](mailto:pressoffice@esd.ny.gov) | (800) 260-7313

**EMPIRE STATE DEVELOPMENT ANNOUNCES VICE MEDIA TO EXPAND GLOBAL HEADQUARTERS IN BROOKLYN AND CREATE MORE THAN 500 NEW JOBS IN NEW YORK STATE**

*Fast-Growing Media Company's \$20 Million Investment in New State-of-the-Art Production Facility Will Significantly Enlarge New York Footprint*

*VICE Chooses East Coast Entertainment Hub Over West Coast For Major Job Growth*

Empire State Development (ESD) today announced that VICE Media (VICE), a global media company producing and distributing premium digital media across multiple platforms, will expand its worldwide headquarters in Brooklyn, resulting in the creation of a projected 525 new jobs and the retention of over 400 existing jobs in New York. VICE also will invest \$20 million to equip and renovate the space into a new state-of-the-art production facility, including a complete post-production facility with full broadcast capabilities, edit suites, and screening rooms.

"New York is the media and entertainment capital of the world, and it serves as the perfect location for the global headquarters of a fast-growing multimedia company like VICE," said Empire State Development President, CEO & Commissioner Kenneth Adams. "We are proud to support their continued growth in Brooklyn as they create new economic opportunities for hundreds of New Yorkers."

VICE, which was founded in Montreal in 1994 and moved to Brooklyn in 1999, has grown from a niche counterculture magazine into a pioneering, global multimedia brand. The company has utilized its Williamsburg location as the headquarters for its 36 foreign bureaus and for a large majority of its post-production and editing work for its on-line channels, as well as for its show on HBO.

"Brooklyn is our home and we're already hard at work developing a space-age utopia that will give today's creative visionaries a place to produce astonishing stories and leave their indelible thumbprint on the annals of history," said VICE Media.

To encourage VICE to significantly invest in and expand its headquarters in Brooklyn, ESD has offered the company \$6.5 million in performance-based Excelsior Jobs Program Tax Credits, which are tied directly to the creation of a projected 525 new jobs over a five year period. VICE also will retain over 400 existing jobs and invest \$20 million to equip and renovate its new headquarters. Before deciding to move forward with the New York expansion, the company had considered growing jobs, over 300 in new video and post production positions, in its existing Los Angeles production facility.

VICE is known as the voice for a global youth audience, covering everything from culture to tech to music to fashion to sports, and in recent years has expanded to produce some of today's most compelling news coverage for Gen Y. Reaching over 150 million people worldwide per month, VICE comprises a network of on-line channels, TV and film production studios, a print magazine, book publishing division, and record label. VICE's Emmy-nominated HBO show recently has been picked up for seasons 3 and 4 and was awarded the Environmental Media Award for its coverage of the key environmental issues around the globe. Earlier this year, VICE's content won a record nine Webby Awards honoring content across its network of channels.

Kyle Kimball, President, New York City Economic Development Corporation said, "Vice has Brooklyn in its DNA, and we congratulate them on their plans to expand in one of the most stimulating urban communities in the world. The millions of dollars VICE is investing and hundreds of New Yorkers who will be hired are sure to drive the company to new heights of success."

### **About VICE Media**

VICE is a global youth media company and the industry leader in producing and distributing the best on-line video content in the world. Launched in 1994 as a punk magazine, VICE now operates out of 36 offices globally, and has expanded into a multimedia network, including the world's premier source for original on-line video, VICE.COM; an international network of digital channels; a television & feature film production studio; a magazine; a record label; and a book-publishing division.

VICE's digital channels include VICE SPORTS, a sports channel; MUNCHIES, a food channel; VICE News, a dedicated news channel; Noisey, a music discovery channel; The Creators Project, dedicated to the arts and creativity; Motherboard, covering cultural happenings in technology; THUMP, focusing on global dance and electronic music; and Fightland, a channel dedicated to the culture of MMA. VICE acquired British fashion publication i-D in 2012 and re-launched i-D's digital presence at i-D.co, a video-driven fashion site. In 2013, VICE launched a news-magazine series on HBO titled 'VICE.' The Emmy-nominated series is currently in its second season.

### **About Empire State Development**

Empire State Development (ESD) is New York's chief economic development agency ([www.esd.ny.gov](http://www.esd.ny.gov)). The mission of ESD is to promote a vigorous and growing economy, encourage the creation of new job and economic opportunities, increase revenues to the State

and its municipalities, and achieve stable and diversified local economies. Through the use of loans, grants, tax credits and other forms of financial assistance, ESD strives to enhance private business investment and growth to spur job creation and support prosperous communities across New York State. ESD is also the primary administrative agency overseeing Governor Cuomo's Regional Economic Development Councils and the marketing of "I Love NY," the State's iconic tourism brand. For more information on Regional Councils and Empire State Development, visit [www.regionalcouncils.ny.gov](http://www.regionalcouncils.ny.gov) and [www.esd.ny.gov](http://www.esd.ny.gov).

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