



NEWS RELEASE

MNTN Expands Executive Team to Support Growth of Performance TV

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Former TikTok Head of Growth Garland Hill joins as Chief Revenue Officer; Former NBCUniversal Head of Streaming Peter Blacker joins as Global Head of Premium Content

NEW YORK--(BUSINESS WIRE)-- MNTN (NYSE: MNTN), the technology platform that brings performance marketing to Connected TV, today announced two key additions to its executive team. Garland Hill joins as MNTN's first Chief Revenue Officer, and Peter Blacker joins as Global Head of Premium Content. Amid the accelerating adoption of Connected TV as a performance channel, MNTN is strengthening its leadership to fuel continued growth and expand its industry partnerships.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20260310048889/en/>

Garland Hill, Chief Revenue Officer, MNTN (left) and Peter Blacker, Global Head of Premium Content, MNTN (right)

“Garland and Peter are proven leaders who know how to build and scale transformative

businesses,” said Mark Douglas, CEO of MNTN. “Connected TV is the most significant shift in advertising in decades, and we’re assembling the leadership to define what comes next. We’ve already brought a new generation of advertisers to television - now we’re accelerating that momentum and unlocking even greater performance at scale.”

Hill joins MNTN from TikTok, where he served as Head of Growth Business, launching and scaling the company's



mid-market division from zero to more than a billion in revenue while expanding its global performance advertising engine. Prior to TikTok, he held enterprise customer leadership roles at Facebook (Meta). As Chief Revenue Officer, he will oversee all revenue-driving initiatives and lead customer expansion efforts across MNTN's suite of products.

Blacker joins the company after serving as Head of Streaming and Data Products at NBCUniversal. He will lead MNTN's efforts to grow and strengthen relationships with the world's leading premium content publishers. Blacker spent 20 years at NBCUniversal, where he played a central role in the monetization of premium content across the company's portfolio. His tenure included major initiatives across Telemundo, FIFA World Cup, NBCU, and the launch of Peacock, helping shape the company's streaming and data-driven advertising strategy.

These additions come as MNTN continues to expand access to the most premium TV inventory - including live sports, breaking news, and major cultural moments - delivering stronger performance and unlocking premium TV inventory for small and mid-sized businesses for the first time.

About MNTN

MNTN (NYSE: MNTN) is the Hardest Working Software in Television™, bringing unrivaled performance and simplicity to Connected TV advertising. Our self-serve technology makes running TV ads as easy as search and social and helps brands drive measurable conversions, revenue, site visits, and more. MNTN was named one of Fast Company's Most Innovative Companies and Next Big Things in Tech, and was recently featured on the cover of INC's Best in Business Issue. For more information, please visit <https://mntn.com/>.

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