



**August 2009**

**NINA TASSLER (President, CBS Entertainment)**



Nina Tassler was named President, CBS Entertainment, in September 2004. She reports directly to Nancy Tellem, President, CBS Television Studios Entertainment Group.

In her position, Tassler oversees the Network's entertainment programming for prime time, late night and daytime, as well as program development for all genres, including comedy, drama, reality, specials, movies and mini-series.

Previously, as Executive Vice President, Drama Series Development, Tassler developed many of the highest rated and commercially successful dramas on network television, including the CSI franchise, COLD CASE and NCIS.

In the 2008-2009 season, under Tassler's leadership, CBS was America's most-watched network and the *only* network to increase its audience in viewers and key demographics.

Since taking over the entertainment division, she has introduced the critically acclaimed comedies HOW I MET YOUR MOTHER, THE NEW ADVENTURES OF OLD CHRISTINE, THE BIG BANG THEORY and expanded CBS's comedy lineup with the addition of a new Wednesday comedy block. She has also added more successful dramas to CBS's deep programming lineup—including CRIMINAL MINDS, GHOST WHISPERER, NUMB3RS and THE MENTALIST, the Number One new series of the 2008-2009 season.

Next fall, under Tassler's guidance, CBS will introduce three new dramas—NCIS: LOS ANGELES, THE GOOD WIFE and THREE RIVERS—and the comedy ACCIDENTALLY ON PURPOSE.

(More)

Tassler joined CBS in August 1997 as Vice President, Drama, CBS Productions before serving as Senior Vice President, Drama Development, CBS Entertainment from 1998-2003.

Prior to CBS, Tassler headed drama development for Warner Bros. Television, playing a major role in that company's dominance as the industry's leading supplier of network programming. At Warner Bros., she was instrumental in the development and subsequent success of "ER," "Lois & Clark: The New Adventures of Superman" and "Sisters."

Tassler joined Warner Bros. (then Lorimar Television) in 1990 as Director, Movies and Mini-Series, after serving as Director of Television and Motion Picture Administration for Triad Artists, Inc. She also worked at Triad as a talent agent and was responsible for managing the overall operations of the television talent department.

Tassler was the recipient of a 2005 Imagen Award which recognizes individuals and organizations for their extraordinary contributions to the entertainment industry and celebrates the advancements of Latinos over the past two decades. She currently serves on the Academy of Television Arts and Sciences Foundation board of directors.

Tassler is a graduate of Boston University (Bachelor of Fine Arts in Theater). She began her career assisting in all aspects of running the Roundabout Theatre Company in New York, Manhattan's only regional theater.

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