



MTV AND KAISER FAMILY FOUNDATION MARK WORLD AIDS DAY WITH MULTIPLATFORM PROGRAMMING ACROSS MTV, MTV.COM, mtvU AND MTV OVERDRIVE

Specials, Online Resources, New PSAs, MTV News Pieces, Broadband Offerings and More Complete World AIDS Day Programming

New York, NY – November, 29 2005 – MTV: Music Television and the Kaiser Family Foundation, as part of the *think: Sexual Health* campaign, today announced a multiplatform programming line-up of specials, targeted public service announcements (PSAs), free interactive resources, broadband services, and more to in the lead up to World AIDS Day on December 1. The focus is on HIV/AIDS both from a domestic and global perspective to help inform viewers about the epidemic and ways that they can actively engage in the issue and protect themselves. The collaboration builds on MTV's nine-year public education partnership with Kaiser, a leader in health information and research.

On World AIDS Day – December 1st – MTV and mtvU will air “*think* Again: Sex Myths Revealed” (10am ET/PT and 8pm ET/PT), a joint production with Kaiser, to help inform and empower young people to protect themselves from HIV/AIDS and other sexually transmitted diseases by dispelling popular misconceptions.

Throughout the day, MTV News will also feature news segments examining the state of the HIV/AIDS epidemic in the U.S. and abroad, focusing on young people who represent half of all new HIV infections globally. A new series of PSAs entitled “Perspectives,” produced by Kaiser and MTV, will also begin airing to inform viewers about HIV/AIDS and direct them to the campaign's toll-free hotline and website for more information, including where and how to get tested. *think* MTV, along with *KNOW HIV/AIDS*, a public education partnership of Viacom and Kaiser through Infinity Broadcasting will also broadcast an exclusive interview between MTV News Correspondent John Norris and United Nations Secretary-General Kofi Annan on the challenges of this global pandemic. MTV News will broadcast a special News segment excerpted from the interview, which will also be available on demand on MTV Overdrive, MTV's new broadband network. MTV Radio will make the 30 minute interview available to all MTV Radio Network Affiliates nationwide, reaching more than 200 radio stations.

Online, through think.mtv.com, viewers will be able to access, “It's Your (Sex) Life: Your Guide to Safe & Responsible Sex,” a free interactive guide created by Kaiser and MTV, which provides information on STDs and HIV. The website will also help users

find local HIV testing facilities and highlights opportunities to get involved on a local community level. MTV Overdrive, the broadband network, will also air all World AIDS Day programming on-demand.

On December 1st, MTV will also air special interstitial programming, including open mic testimonials from young people and celebrities sharing their thoughts about the impact of HIV/AIDS on their lives, as well as their involvement in the fight against the epidemic. In addition to being aired on MTV throughout the day, these and other *think MTV* PSAs on HIV/AIDS will run on Times Square's MTV 44 ½ -- the largest HDTV screen in the world.

mtvU, MTV's college network, will also feature World AIDS Day programming all week on-air, as well as online at mtvU.com and mtvU Über – the network's broadband channel. mtvU will present a number of new HIV/AIDS related PSAs and VJ's will discuss testing and the college audience. In a special partnership with Global Nomads Group, mtvU will present original short form programming profiling college students from the US and India discussing HIV prevention issues and visiting a local hospital in India treating HIV patients. All of the programming will run on mtvU and mtvU Über. Additionally, users will be able to log on to mtvU.com to learn about testing, STD facts, contraception, condom use, hotlines, other resources and more.

And on December 1st, *think MTV* will host the Red Ball at the MTV Studio in Times Square, celebrating the opening night of the New York AIDS Film Festival.

think: Sexual Health, www.think.mtv.com, is a continuation of MTV's commitment to educating and empowering young people about issues vital to their sexual health. Since 1997, MTV has partnered with the Kaiser Family Foundation on an extensive, Emmy-award winning public education campaign to inform young people about HIV/AIDS and other sexually transmitted diseases (STDs). The campaign includes full-length programming, public service advertisements (PSAs), online content, original research, and a free resource and referral service located at 1-888-BE-SAFE-1.

MTV Networks, a unit of Viacom International Inc. (NYSE: VIA, VIA.B), is one of the world's leading creators of programming and content across all media platforms. MTV Networks, with more than 100 channels worldwide, owns and operates the following television programming services – MTV: MUSIC TELEVISION, MTV2, VH1, mtvU, NICKELODEON, NICK at NITE, COMEDY CENTRAL, TV LAND, SPIKE TV, CMT, NOGGIN, LOGO, MTVN INTERNATIONAL and THE DIGITAL SUITE FROM MTV NETWORKS, a package of 13 digital services, all of these brands are trademarks of MTV Networks. MTV Networks connects with its audiences through its robust consumer products businesses and its more than 90 interactive properties worldwide, including online, broadband, wireless and interactive television services and also has licensing agreements, joint ventures, and syndication deals whereby all of its programming services can be seen worldwide.

The Henry J. Kaiser Family Foundation is a non-profit, private operating foundation dedicated to providing information and analysis on health issues to policymakers, the media, and the general public. It is not associated with Kaiser Permanente or Kaiser Industries. Information on HIV/AIDS is available at www.kff.org, and a daily news summary report on developments in HIV/AIDS is available on www.kaisernetwork.org, the Foundation's free health information service.

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CONTACTS:

Graham James

MTV

212-846-8911

Graham.james@mtvstaff.com

Lindsey Schiff-Abrams

MTV

310-752-8082

Lindsey.schiff-abrams@mtvstaff.com