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WRI, MTV partner on global warming promo, set to debut tonight

WASHINGTON, D.C., September 28, 2006 - Tonight, MTV begins airing a 30-second promo developed in partnership with the World Resources Institute (WRI) and other partners to raise awareness about the problem of climate change.

The promo features musicians from several bands - including Blackalicious, Rusted Root, Death Cab for Cutie, Matisyahu and others - urging MTV's viewers to take immediate action to fight global warming.

"We all have a stake in doing something about climate change, and we have to act on the right information," said WRI Managing Director Paul Faeth, who - along with other WRI experts and partners - helped brief the featured musicians during backstage sessions at this summer's Bonnaroo Music and Arts Festival in Tennessee. "This partnership with MTV helps us get the facts to an important audience."

The promo spot is debuting at a time when young people are demonstrating a dramatic shift in how they view environmental issues. "In our latest MTV/CBS News poll, 81 percent of young people say steps need to be taken right away to counter global warming," said Ian Rowe,

vice president, Strategic Partnerships and Public Affairs, MTV. "By making this public-service announcement part of MTV's year-long Break the Addiction campaign, we can further educate and mobilize young people to take simple daily steps to save their planet." The promo will be available on demand starting Friday at <http://think.mtv.com>.

Along with WRI and Bonnaroo, the other organizations that assisted in the effort include StopGlobalWarming.org and the Natural Resources Defense Council.

For a two-minute behind-the-scenes video of WRI at Bonnaroo with some of the artists, go to <http://multimedia.wri.org/bonnfeaturettewmv>.

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*The **World Resources Institute** (www.wri.org) is an independent, non-partisan and nonprofit organization with a staff of more than 100 scientists, economists, policy experts, business analysts, statistical analysts, mapmakers, and communicators developing and promoting policies that will help protect the Earth and improve people's lives.*

*Launched on Earth Day 2006, **Break the Addiction** is a year-long campaign and 12-step program to engage young people to make smart, every day choices that both improve their lives and help to curb the impact of global warming and preserve our environment.*

*Break the Addiction is part of **think MTV** - a vibrant community where young people get informed, connect to each other, express themselves and take action on the issues important to them, their community and their world. With the credo "Reflect. Decide. Do.," think MTV, in partnership with almost 40 national and international organizations, enables young people to get involved in important domestic and international issues - such as education, sexual health, discrimination, the environment & natural disasters, and global affairs - through long-form documentaries, public service announcements, news segments, think moments, a comprehensive Web site and interactive forum at think.mtv.com, emerging media platforms, speaking engagements, and grassroots activities, materials and issue guides.*

***MTV Networks**, a unit of Viacom (NYSE: VIA, VA.B), is one of the world's leading creators of programming and content across all media platforms. MTV Networks, with 129 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, VH1 CLASSIC, LOGO, MTVN INTERNATIONAL and THE DIGITAL SUITE FROM MTV NETWORKS, a package of 13 digital services, all of these through its robust consumer products businesses and its more than 122 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.