



MTV REWARDS STUDENTS' GREEN EFFORTS

Teams From Five Universities Receive \$1,000 Eco-Grants As The Fall Winners of the *Break the Addiction Challenge* To Support Their Green Efforts

New York, NY, January 18, 2007 – MTV: Music Television today announced the five winners of the Fall Assignment of the *Break the Addiction Challenge*, a nation-wide eco-competition that originally launched in September and challenges high school and college-aged youth to demonstrate environmental changes in their lives and schools. For this assignment, MTV—in conjunction with the Campus Climate Challenge—asked students to earn media recognition for their school group's green activities. MTV and the Campus Climate Challenge chose five schools that had received print or broadcast attention, either locally or nationally, and awarded each of the five groups a \$1,000 grant. The winning schools are The University of Massachusetts (Amherst, Massachusetts), St. John's University (Annapolis, Maryland), Southern Methodist University (Dallas, Texas), The University of Colorado (Boulder, Colorado) and James Madison University (Harrisonburg, Virginia).

Winning efforts include:

Students at University of Massachusetts Amherst organized a Hybrid Car Show on campus that featured information on clean energy and a petition to get a wind turbine back on campus which would provide clean, wind energy.

Students at St. John's University created an on-campus, extra-curricular club called "Students for a Sustainable Future," that rallies the student body to promote a 100% clean energy policy.

Southern Methodist University students successfully lobbied to join the EPA Green Power Partnership, a membership requiring that at least 3% of the electricity on campus come from new, renewable energy sources.

A group of students at the University of Colorado, Bolder previously achieved their goal to use 8,800 megawatt hours per year of renewable energy and now vow to have zero emissions by 2008 by powering the campus with wind and solar.

James Madison University students created the Clean Energy Coalition, an association of student organizations dedicated to convincing the university to purchase environmentally friendly electricity.

“2006 represented an integral year in the fight against global warming. For the first time ever, young people cited the environment as the most important issue their generation would have to face – a major breakthrough and critical shift in attitude amongst our audience,” said Christina Norman, President of MTV. “And now, via MTV’s partnership with the Campus Climate Challenge, we are beginning to see behavioral change. Young people at high schools and colleges around the country are developing innovative solutions to lead our society to a clean energy future.”

“Climate change is one of the central issues of our generation and young people are rising to the challenge and urging solutions, not rhetoric, to treat our addiction to fossil fuels,” says Jessy Tolkan, Campaign Director for the Campus Climate Challenge. “The actions that young people are taking now as part of the *Break the Addiction Challenge* will lead the way towards comprehensive clean energy policies across the United States.”

Through *thinkMTV*’s partnership with the Campus Climate Challenge, the *Break the Addiction Challenge* has played a crucial role in the student climate movement, mobilizing high school and college students all over the country who are demanding change. In only 4 months, nearly 130 new students groups have popped up across the country to join the largest network of students demanding a clean energy revolution.

As part of the Spring Assignment, the *Break the Addiction Challenge* next asks students to achieve a 100% clean energy policy at their schools. This Spring Assignment will reward two schools with \$5,000 each to throw an MTV *Break the Addiction* eco-party to celebrate their success. The year-round challenge culminates with the Final Exam in March, honoring the top high school and college that went the furthest and the fastest to reduce their school’s global warming pollution down to zero. The Grand prize winners of the Final Exam will receive an eco-renovation valued at up to \$10,000 of their student lounge or other hang out space at their school as well as the chance to be featured in an MTV on-air news segment.

Break the Addiction is *thinkMTV*’s 12-step, 12 month campaign that launched on Earth Day 2006 to educate and empower young people to make daily choices that improve their life and simultaneously curb the impact of global warming and preserve our environment. *thinkMTV* is 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 the world. With the credo “Reflect. Decide. Do.” *thinkMTV*, 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 website and interactive forum at think.mtv.com, emerging media platforms, speaking engagements, and grassroots activities, materials and issue guides.

Campus Climate Challenge is a project of 30 leading environmental and social justice organizations throughout the U.S. and Canada that have already worked with more than 400 high schools and colleges to assist them in their efforts to make their schools greener. Campus Climate Challenge will launch a week-long series of action, “Rising to the Climate Challenge: Visions of Our Future,” on January 29th in which student activists from more than 540 college and high school campuses will demand that their campus administrations enact clean energy policies as one solution to reducing the emission of greenhouse gases causing global warming. The week’s events will include screenings of the acclaimed documentary, An Inconvenient Truth, as well as student-organized rallies, education forums and meetings with members of Congress to urge that the U.S. take a leading role in the fight against global warming.

MTV Networks, a unit of Viacom (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 130 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 which are trademarks of MTV Networks. MTV Networks connects with its audiences through its robust consumer products businesses and its more than 200 interactive properties worldwide, including online, broadband, wireless and interactive television services. The network also has licensing agreements, joint ventures, and syndication deals whereby all of its programming services can be seen worldwide.

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