



## **MTV NETWORKS PARTNERS WITH (RED)**

23 November 2006

NEW YORK-- Nov. 21, 2006 — MTV Networks, a unit of Viacom (NYSE: VIA and VIA.B), announced today that (RED), the groundbreaking initiative that marries the private sector of business with the buying power of the public to generate funds towards the fight to eliminate AIDS in Africa, will debut the 90 second (RED) Manifesto in a special "roadblock" across MTVN's channels. The roadblock is in support of and will build awareness of the (RED) effort to turn "Black Friday," the biggest shopping day of the year, into "(RED) Friday", the biggest giving day of the year. The (RED) Manifesto is the first element of the (RED) TV campaign that will roll out across MTVN channels in the coming months. The MTVN television brands airing the new (RED) Manifesto include MTV, VH1, Comedy Central, Logo, VH1 Classic, VH1 Soul, MTV2, mtvU, CMT, The N, TV Land, Nick at Nite, MTV Tr3s, MTV Hits and MTV Jams.

In addition, on November 21, VH1 will highlight its (RED) partnership all day. This will include incorporating (RED) branding in the on-air look, including (RED) bugs and logos and a full screen takeover with a (RED) message. VH1 will also run scrolling messages including "VH1 has gone (RED)...Have you? JOINRED.com." (RED) messaging will also be ubiquitous on VH1.com with banners, a Logo takeover and promos running on VSPOT. VH1 is a longtime sponsor of The Global Fund to fight AIDS, Tuberculosis and Malaria, which is the beneficiary of all funds raised through (PRODUCT) RED.

"We are both honored and proud to be a part of the (RED) fight against AIDS in Africa," said Judy McGrath, Chairman and CEO, MTV Networks. "This initiative is a big step in the right direction to raise awareness for the millions of people who are living with HIV/AIDS who have no access to treatment. We're happy that the power of the MTV Networks' brands and platforms can help spread these important messages."

The components of the (RED) Campaign on MTV Networks include:

- Following the "roadblock," the (RED) campaign will be added to the regular channel rotation of MTV, MTV2, mtvU, VH1, CMT, The N, MTV Tr3s, MTV Hits and MTV Jams.
- The (RED) campaign will be available to view on MTV.com, and will air on the 800 square foot high-def screen overlooking New York's Time Square during the week of the "roadblock."

· VH1 to add (RED)-branded bug/logos on-air during the “roadblock”; the (RED) logo along with (RED) banners will takeover VH1.com, and the (RED) campaign will be viewable on VSPOT.

· Beginning November 27 and throughout the week leading up to World AIDS Day, MTV News will premiere four new in-depth reports on the latest in HIV prevention, treatment and vaccine development, and the making of a new short film that tells the story of a young man who is confronting the reality of living with HIV. MTV News Correspondent John Norris will host each of these reports, and will be wearing (PRODUCT) RED attire, provided by (PRODUCT) RED partners including Gap and Emporio Armani. All of these reports will be available on demand at think.mtv.com.

“As a world leader in content and programming, MTV Networks is an important partner and provides an ideal platform for building awareness and understanding of the (RED) initiative,” said Bobby Shriver, co-founder and CEO of (RED). “This timing is especially important as we lead into the busiest shopping season of the year. MTVN is helping us remind consumers that they have the opportunity to shop and save lives this holiday season by choosing (RED).”