

MYSPACE AND MTV PARTNER ON FIRST-EVER INTERACTIVE, REAL-TIME PRESIDENTIAL DIALOGUES

All Major Presidential Candidates and America's Youth to Participate in One-on-One Dialogues Airing on MTV and mtvU, Webcast Live on MySpaceTV and MTV.com

*First Presidential Dialogue Confirmed with Former Senator John Edwards In Primary State of
New Hampshire on Thursday, September 27*

MTV "Choose or Lose" and MySpace Impact Channel Partnership Sets New Benchmark for Viewer Participation with Live Webcasting, Instant Messaging and Real-Time Polling

NEW YORK and LOS ANGELES—August 23, 2007—MySpace, America's most trafficked website, and MTV, the leading global youth brand, today announced a landmark partnership on a series of one-on-one dialogues between the leading Presidential candidates and America's youth. The events will take place on college campuses nationwide, air on MTV and mtvU, be webcast live on both MTV.com and MySpaceTV (<http://myspacetv.com>) and feature candid, unfiltered discussions between young people and all the major Republican and Democratic Presidential candidates. The inaugural Presidential dialogue has been confirmed with Former Senator John Edwards in the early primary state of New Hampshire on Thursday, September 27.

The upcoming Presidential dialogues will make political history as the first to ever enable at home viewers and a live audience to interact with the candidates in real-time. As part of the partnership, every MTV viewer, and all MTV.com and MySpace users will be able to submit questions via MySpaceIM, mobile devices and e-mail – while watching the live webcast on either site – as online viewer reaction is captured through live polling tools on both MTV.com and MySpace.com. The interactive events, each an hour in length, are designed to break through the standard election-cycle discourse to enable instantaneous community participation and feedback.

"These Presidential dialogues will bring individual candidates directly to voters – one at a time," said Chris DeWolfe, co-founder and CEO of MySpace. "We are lowering the barriers to entry, setting a high-water mark for direct engagement between Presidential candidates and average Americans."

"For years, young people have trusted MTV to inform and engage them on the issues that matter most, from politics to sexual health to the environment," said Christina Norman, President, MTV. "We're extremely proud to partner with MySpace on our always evolving, Emmy-winning 'Choose or Lose' campaign, as we join forces and empower our audiences to connect with Presidential candidates in a much more meaningful way."

Thousands of MySpace and MTV.com users will have opportunities to attend the dialogues, which will largely take place on campuses in the mtvU (MTV's 24-hour college channel) network of more than 750 U.S. colleges and universities between September and December of this year. The events will also feature the participation of college journalists from mtvU's College Media Network, the largest network of online college newspapers in the US. One of the ways to be in the audience for the dialogues will be by 'friending' the official profile on MySpace.com, adding it to your 'Top 8' and then being one of the first to show up when a new campus location is revealed. Additionally, select MTV.com users who submit the most compelling online videos on how they're addressing election issues that impact their community will be flown to the events. Users unable to join in person can watch the discussion live or on demand on MySpaceTV

(<http://myspacetv.com>) or MTV.com, ask questions through MySpaceIM, mobile devices and e-mail, and catch highlights of the events later in the day on MTV and mtvU.

Candidates already confirmed to participate in the MySpace and MTV Presidential dialogue series include:

- Former Sen. John Edwards (www.myspace.com/johnedwards) on September 27
- Sen. Sam Brownback (www.myspace.com/sambrownback)
- Sen. Hillary Clinton (www.myspace.com/HillaryClinton)
- Sen. Chris Dodd (www.myspace.com/senatordodd)
- Former Mayor Rudy Giuliani (www.myspace.com/joinrudy2008)
- Rep. Duncan Hunter (www.myspace.com/duncanhunter)
- Sen. John McCain (www.myspace.com/johnmccain)
- Sen. Barack Obama (www.myspace.com/barackobama)
- Rep. Ron Paul (www.myspace.com/ronpaul2008)
- Gov. Bill Richardson (www.myspace.com/richardsonforpresident)
- Former Gov. Mitt Romney (www.myspace.com/mittromney)

This watershed partnership continues MTV's and MySpace's commitment to engaging and informing young voters on the political issues that matter to them most. The project will be a key component of MTV's renewed Emmy-Award winning campaign, "Choose or Lose." First launched in 1992, "Choose or Lose" has consistently re-invented political activism, connecting with young people on their terms and breaking down the barriers between American youth and those running for office. The campaign has fueled several of the largest youth voter turnouts in US history, including in 2004, when it helped inspire nearly 22 million 18-30 year olds to register and vote. Full details of the '08 Choose or Lose campaign will be announced soon, including more on MTV's partnership with the Knight Foundation – offering one young person in all 50 states and the District of Columbia the opportunity to serve as an MTV multi-media news correspondent for the upcoming Presidential election.

Today's announcement also represents the next phase in a series of initiatives that are part of the MySpace Impact channel (<http://impact.myspace.com>), a recently launched hub within the MySpace community designed to empower politicians, non-profits, and civic organizations to connect with users around the world. The Impact Channel houses the official MySpace pages for all of the major party Presidential candidates and will host the biggest online Presidential Primary on January 1 and 2, 2008.

###

About MySpace

MySpace, a unit of Fox Interactive Media Inc., is the premier lifestyle portal for connecting with friends, discovering popular culture, and making a positive impact on the world. By integrating web profiles, blogs, instant messaging, e-mail, music streaming, music videos, photo galleries, classified listings, events, groups, college communities, and member forums, MySpace has created a connected community. As the first ranked web domain in terms of page views(c), MySpace is the most widely-used and highly regarded site of its kind and is committed to providing the highest quality member experience. MySpace will continue to innovate with new features that allow its members to express their creativity and share their lives, both online and off. MySpace's international network includes localized community sites in the United States, France, Germany, Australia, Ireland, Spain, Italy, Mexico, Switzerland, Austria, Canada, Netherlands, New Zealand, Japan, Sweden, Latin America and the United Kingdom. Fox Interactive Media is a division of News Corp. (NYSE:[NWS](#) - [News](#), [NWS.A](#) - [News](#); ASX:[NWS](#) - [News](#), [NWSLV](#) - [News](#)).

**Among the top 2000 domains comScore Media Metrix, June 2007. For more information on comScore Networks, please go to <http://www.comscore.com>.*

About MTV Networks

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.