

## **MYSPACE AND MTV PRESIDENTIAL DIALOGUE SERIES CONTINUES WITH SENATOR JOHN MCCAIN**

*McCain First Republican Candidate to Participate in Groundbreaking Series*

*First Dialogue to be Simultaneously Broadcast Live on MTV, MySpace, MTV's ChooseOrLose.com, ImpreMedia's LaVibra.com and MTV Mobile, December 3 at 7 pm ET*

**LOS ANGELES/ NEW YORK—November 15, 2007**—MySpace, the world's most popular social network, and MTV, the leading global youth brand, today announced that U.S. Senator John McCain (R-Arizona; [www.myspace.com/johnmccain](http://www.myspace.com/johnmccain)) will be the next participant in their groundbreaking Presidential Dialogue series. The Dialogue with Sen. McCain will take place Monday, December 3 at 7 pm ET/4 pm PT on a soon-to-be announced New Hampshire college campus. The third in a series of MySpace and MTV Presidential Dialogues, the upcoming event is the first to be simultaneously broadcast live on MTV, MySpace ([www.myspace.com/election2008](http://www.myspace.com/election2008)), MTV's [www.ChooseOrLose.com](http://www.ChooseOrLose.com), on mobile devices via MTV Mobile, and translated live into Spanish via ImpreMedia's LaVibra ([www.lavibra.com/candidatos](http://www.lavibra.com/candidatos)). MTV News Correspondents Gideon Yago and John Norris, as well as WashingtonPost.com political reporter Chris Cillizza, will moderate.

Each an hour in length and held on college campuses nationwide, the Presidential Dialogue series provides a national audience with the opportunity to engage with frontrunner presidential candidates from both the Republican and Democratic parties by posing questions online, in real-time, via MySpaceIM, ChooseOrLose.com or LaVibra.com. A number of questions submitted online are then asked of the participating candidate throughout the duration of the event.

A revolutionary online polling tool, powered by Flektor ([www.flektor.com](http://www.flektor.com)), will again allow the online audience to instantaneously register its approval or disapproval of candidate responses. The Flektor tool allows the series' industry-leading pollsters, John McLaughlin and Geoffrey Garin, to custom tailor in-depth response options for the online audience, enabling viewers to provide insightful feedback and reactions to the candidate's responses. As a result of the tool, the online audience can provide instant feedback throughout the event, helping to shape the direction of the forum. Poll results are displayed on the screen and viewers can compare their opinions to those of the entire community through a "popular vote" function.

Previous MySpace / MTV Presidential Dialogues have featured former Senator John Edwards at the University of New Hampshire, and Senator Barack Obama at Coe College in Iowa, speaking directly to students, answering their unfiltered questions, and the questions of online viewers. Video clips from each event are archived and available on MySpace ([www.myspace.com/election2008](http://www.myspace.com/election2008)), [www.ChooseOrLose.com](http://www.ChooseOrLose.com) and on LaVibra.com ([www.lavibra.com/candidatos](http://www.lavibra.com/candidatos)). Since their debut, video highlights from previous Dialogues have been streamed approximately 700,000 times, and nearly 3.3 million people have tuned in to watch the Dialogues on MTV. Further, more than 12,000 online questions were submitted for Senators Edwards and Obama over the course of the past two events.

MySpace and MTV are in active conversations with all of the leading Republican and Democratic presidential candidates, working to schedule dates for each to participate in future installments of the series. Several potential locations and dates have been presented to top candidates from both parties for consideration. MySpace and MTV are committed to bringing as many Presidential Dialogues as possible to the MySpace and MTV communities in advance of "Super Duper Tuesday," February 5, 2008, when upwards of 20 US states will hold Republican and Democratic primary elections.

The Presidential Dialogue series is a key component of the MySpace Impact Channel (<http://impact.myspace.com>) and MTV's "Choose or Lose" ([www.ChooseOrLose.com](http://www.ChooseOrLose.com)). "Choose or Lose" is MTV's Emmy-Award winning campaign to engage, inform and empower young voters on the political

issues that matter to them most. First launched in 1992, the campaign has helped fuel 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. The Impact Channel is MySpace's hub for social and civic engagement, designed to empower MySpace users to make a difference in the world and to allow politicians, non-profits, and civic organizations to connect with MySpace's global audience. The Impact Channel houses the official MySpace pages for all of the major party Presidential candidates, as well as tools to enable voter registration, fundraising, and volunteering.

### **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(a), 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, Denmark, Norway, Finland and the United Kingdom. Fox Interactive Media is a division of News Corp. (NYSE:[NWS](#))(NYSE:[NWS.A](#))(ASX:[NWS](#))(ASX:[NWSLV](#)).

*(a) Among the top 2000 domains comScore Media Metrix, September 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 300 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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