

FOR IMMEDIATE RELEASE



PROGRAMMING NOTE

**“ALL EYES ON TONY BLAIR” PREMIERES ON MTV
ON JULY 1ST AT 8PM (ET/PT)**

*MTV AUDIENCES FROM 24 COUNTRIES AROUND THE WORLD JOIN TONY
BLAIR IN EXCLUSIVE MTV APPEARANCE ON G8 SUMMIT THEMES*

New York, NY, June 30, 2005 – MTV: Music Television announced today the special premiere of “All Eyes On Tony Blair” to be taped on June 30th airing globally across MTV’s international channels from July 1st – just days before the G8 meeting begins on July 6th. UK Prime Minister and Chair of the G8 summit Tony Blair is set to take part in the forum with MTV’s audiences from 24 countries around the world – including 7 African nations. The forum will focus on the key themes of the G8 agenda and is part of Tony Blair’s outreach to young people in advance of the G8 Summit. Bob Geldof, the leading force behind Saturday’s Live 8 concerts, will also participate in the program. Artists including Destiny’s Child, Snoop Dogg, REM’s Michael Stipe and Kanye West will pose questions via videotape along with the studio audience.

Hosted by Trevor Nelson, one of MTV UK’s most popular VJs, “All Eyes On Tony Blair” will take the form of a 60-minute live question and answer session, giving young people from the UK and around the world, including two American students currently studying in the UK, an opportunity to ask the UK Prime Minister searching and provocative questions on Africa and climate change – the two agenda items for the G8. “All Eyes On Tony Blair” will also include questions from young Africans filmed by MTV’s recently launched pan-African channel and MTV Networks’ flagship 100th channel around the world.

MTV US will also be premiering a new *think* MTV PSA that deals with issues of extreme poverty. The spot directs viewers to a new resource on think.mtv.com that enables young people to sign a petition to encourage world leaders to step up the fight against extreme poverty and to apply for grants to organize activities within their own communities to

help individuals in poor nations. *think* MTV is the network's new pro-social initiative that addresses the issues of top concern to young people.

Participants of the forum were selected via MTV International's partnerships with Unicef, the Department of Education and Skills and Virgin Unite (Virgin's independent charitable organization). In addition, MTV's global audiences have had input into the key themes of the upcoming forum via a web survey, hosted across MTV's network of fully localized international websites, which asks for their views on issues such as the G8 Summit, Live8, poverty, Africa and climate change.

MTV Networks, a division of Viacom International Inc. (NYSE: VIA, VIA.B), owns and operates the following television programming services -- MTV: MUSIC TELEVISION, MTV2, mtvU, VHI, NICKELODEON, NICK at NITE, COMEDY CENTRAL, TV LAND, SPIKE TV, CMT, NOGGIN, MTV INTERNATIONAL and THE DIGITAL SUITE FROM MTV NETWORKS, a package of 12 digital services, all of which are trademarks of MTV Networks. MTV Networks also has licensing agreements, joint ventures, and syndication deals whereby all of its programming services can be seen worldwide.

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