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ESTIMATED 21 MILLION 18-30 YEAR OLD AMERICANS CAST VOTES IN 2004 PRESIDENTIAL ELECTION

20 Million LOUD! Goal Exceeded

Highest Young Adult Voter Turn Out in More Than 10 Years

New York, NY – November 3, 2004 – MTV’s “Choose or Lose 2004” today announced that according to final national exit polls and early vote tallies an estimated 21 million 18-30 year olds voted in the 2004 presidential election according to an analysis provided by CIRCLE Research. The young adult vote in 2004 shows a sharp increase when compared to the nearly 18 million 18-30 year old votes cast in the 2000 presidential election. Key battleground states saw a marked increase in young voter turnout with one out of every five voters in Ohio, Pennsylvania, Michigan, Minnesota, and Wisconsin under the age of 30.

“People cannot overlook the fact that young adults were energized, activated, and informed in 2004,” said Ian Rowe, VP, MTV Public Affairs and Strategic Partnerships. “Our goal with ‘Choose or Lose’ all year was 20 Million LOUD!, and the youth vote certainly did not disappoint with all signs pointing to more than 20.9 million 18-30 year old voters.”

Throughout the year, MTV devoted an unprecedented amount of air time to the issues that matter most to young voters including the war on terror, education, Iraq, jobs, sexual politics, and more. “Choose or Lose” also declared a takeover of MTV on election day with live news segments and two separate live broadcasts featuring the latest in campaign news, appearances by P. Diddy and Rosario Dawson, and reports from MTV News correspondents – Gideon Yago, John Norris, Sway Calloway, and SuChin Pak from around the country.

Originally launched in 1992, “Choose or Lose” is MTV’s comprehensive pro-social campaign to inform young adults about the political process, voice their most urgent

political concerns, compel leading presidential candidates to address those concerns, and mobilize massive numbers of young adults aged 18-30 to register and vote. 20 Million LOUD! is a national campaign of hundreds of organizations, including MTV, that aims to mobilize more than 20 million young adults age 18 to 30 to vote and be a deciding factor in the 2004 presidential election. Throughout the year, 20 Million LOUD! partners will conduct a series of high-profile, high-impact events on television, online and in communities across the country.

MTV Networks owns and operates the cable television programming services MTV: Music Television, MTV2, mtvU, Nickelodeon/Nick at Nite, TV Land, VH1, CMT: Country Music Television, and Spike TV, as well as The Digital Suite from MTV Networks, a package of thirteen digital services, all of which are trademarks of MTV Networks. MTV Networks also operates and offers joint ventures, licensing agreements and syndication deals whereby its programming can be seen worldwide.

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