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## TV LAND RINGS IN THE NEW YEAR WITH HUGE RATINGS

### ***“The Beverly Hillbillies Best Dang Marathon” Averages Over 1.2 Million Viewers as TV Land Posts Impressive Gains Across Key Demos***

**New York, NY, January 4, 2008** - TV Land, a division of Viacom's (NYSE: VIA, VIA.B) MTV Networks, scored huge gains across several key categories during ***“The Beverly Hillbillies Best Dang Marathon”*** which aired **Monday, December 31, from 6:00 p.m. through Tuesday, January 1 at 9 p.m. (all times ET/PT).** The New Year's programming event -- which featured 27 hours of Clampett wackiness -- posted impressive gains in rating and delivery among its target A25-54 audience and total viewers over last year, as well as securing substantial double-digit gains in rating and delivery among its core audience of A40-54.

According to Nielsen Media Research, *The Beverly Hillbillies* averaged a 0.6/587,000 among A25-54, up +100% in rating and +80% in delivery over the same time period last year. TV Land averaged over 1 million total viewers, an increase of +59% over YAGO. Among its core audience of Adults 40-54, TV Land averaged a 0.9/494,000, representing a rise of +80% in rating and +98% in delivery over last year. The success of the stunt drove TV Land to its highest total day rating on Tuesday among A25-54 since September 3, 2006 (*The Jeffersons* Labor Day marathon).

TV Land continues to build the ultimate entertainment brand on all platforms for consumers in their 40s and 50s. Armed with a slate of original programming, newly acquired classic and contemporary TV, hit movies and its redesigned website -- TVLand.com -- the network is uniquely positioned to superserve the first generation of Americans who grew up alongside television. The network's program mix features original programming, popular dramas, sitcoms and westerns in a fun-filled, pop culture

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environment featuring a roster of popular shows including *All in the Family*, *M\*A\*S\*H*, *The Andy Griffith Show* and *Just Shoot Me*, which joins TV Land in January, 2008. In the coming months, the network will roll out a slate of new original series' such as *High School Reunion*, *She's Got The Look*, *Family Foreman* and *The Big 4-0*. TVLand.com, the network's Emmy Award-winning website, is devoted to all aspects of entertainment including TV, music and movies and features full-length episodes, a movie trailer database and over a dozen radio stations. TV Land is now seen in over 90 million U.S. homes.

### **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 140 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/THE N, VH1 CLASSIC,MTVN INTERNATIONAL and THE DIGITAL SUITE FROM MTV NETWORKS, a package of 13 digital services, all of these networks 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 and also has licensing agreements, joint ventures, and syndication deals whereby all of its programming services can be seen worldwide.

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