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MR. T PUTS THE "T" IN TV LAND WHEN *I PITY THE FOOL* PREMIERES ON OCTOBER 11

Viewers Will Have Multi-platform Access to TV Icon Including Live Video Chat With Mr. T Immediately Following On-Air Premiere

New York, NY, August 29, 2006 – Watch out Dr. Phil, move over Oprah and step aside Tony Robbins, TV Land today announced that Mr. T's new original series *I Pity The Fool*, will premiere on the network on October 11 at 10pm (ET/PT). In *I Pity The Fool*, produced by Lionsgate, in association with Left/Right Films and Remag Guerilla, Mr. T is on a mission to change people's lives by dispensing his own brand of advice in classic T-style in every city with fools to pity. *I Pity The Fool* will also air on Nick at Nite on October 11 at 11pm (ET/PT).

"Life can offer lots of challenges and sometimes you just can't do it alone" says Mr. T. "I understand what it takes to overcome adversity and I'm ready to do my part to help people rise above their troubles and come out like new!"

"Mr. T is such an enormous pop culture icon and is one of the most beloved stars of our time," states Sal Maniaci, Senior Vice President, Development and Original Production, TV Land. "We're thrilled to be working with him on a show that lets people see the true T and see him experience first-hand funny situations and how motivational he can be."

I Pity The Fool features this classic TV icon in a role that he is very comfortable with - #1 Jibba Jabba Attacka. Whether he's teaching fools some basic rules or being a motivator for procrastinators, Mr. T becomes immersed in the situation at-hand and becomes a catalyst for change. Upcoming episodes include Mr. T at a car dealership in New York seeking to motivate the employees and improve the relationship between a father and son-in-law working together, as well as Mr. T visiting a dance school to help the students ensure that they will be able to participate in their recital despite their instructor's lack of organizational skills.

Additionally, viewers can enjoy *I Pity The Fool* on their computer screens as TVLand.com gives fans several different ways to get their fill of T. Immediately following the premiere of the show, at 10:30pm ET, fans will be able to interact with Mr. T himself in a live video chat on the site. Prior to the chat, visitors to the site will see behind-the-scenes video, sneak peeks of episodes and footage produced specifically for the Web. Other *I Pity The Fool* offerings on TVLand.com will include "Rules for Fools" - video clips of Mr. T dispensing advice on finances, dating, hygiene, listening, etc., - and video T-mail, enabling fans to send video e-cards for birthdays, new parents, and more.

Executive producers for *I Pity The Fool* are Stephen Belafonte (*Thank You for Smoking, Never Die Alone*), Ken Druckerman (*Growing Up Gotti*), and Banks Tarver (*Growing Up Gotti*).

The deal for Mr. T was brokered by The Buchwald Agency.

Lionsgate (NYSE: LGF) is the leading independent filmed entertainment studio. It won the Best Picture Academy Award for CRASH this year, has generated more than 300 million dollars at the domestic theatrical box office for two consecutive years, has built a 500 million dollar-a-year home entertainment business and has numerous primetime television series slated to air in fiscal 2007. It is a premier producer of motion pictures, television programming, home entertainment, family entertainment and video-on-demand content. Lionsgate's prestigious and prolific library of more than 5,500 titles is a stable and reliable source of recurring revenue and serves as an important foundation for the continued growth of the Company's core businesses. The Lionsgate brand name is synonymous with original, daring, quality product in markets around the globe.

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Now seen in over 90 million U.S. homes, TV Land is dedicated to building the ultimate Baby Boomer entertainment brand on all platforms. Armed with a slate of new original programming, newly acquired Classic TV and movies, multiplatform content and **Cause Change**, a new pro-social initiative, the network is uniquely positioned to cater to America's 78 million Baby Boomers, the first generation of Americans who grew alongside television. TV Land's program mix features hit originals, popular dramas, sitcoms, westerns and Retromercials®. TV Land's roster includes hits like *All in the Family*, *M*A*S*H*, *The Andy Griffith Show* and several others. Furthering the network's commitment to develop original programming that complements its roster of acquisitions, the network regularly showcases original series and specials like *I Pity The Fool*, *Sit Down Comedy with David Steinberg*, *TV Land Myths and Legends*, *Generation Boom*, *TV Land Confidential*, *TV Land's Top Ten*, *My First Time* and the upcoming original series *High School Reunion*.

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 these networks 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 and also has licensing agreements, joint ventures, and syndication deals whereby all of its programming services can be seen worldwide.

About Viacom

Viacom is a leading global entertainment content company, with prominent and respected brands in focused demographics. Offering programming and content for television, motion pictures and digital platforms, Viacom's world-class brands include MTV Networks (MTV, VH1, Nickelodeon, Nick at Nite, Comedy Central, CMT: Country Music Television, Spike TV, TV Land, Logo and more than 120 networks around the world), BET Networks, Paramount Pictures, Paramount Home Entertainment, DreamWorks and Famous Music. More information about Viacom and its businesses is available at www.viacom.com.

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