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MR. T PUTS THE "T" IN MUL-T-PLATFORM AS DIGITAL CONTENT FOR TV LAND'S ORIGINAL SERIES *I PITY THE FOOL* LAUNCHES ON YAHOO! TV AND TVLAND.COM

Full Episode Premieres On Yahoo! Beginning October 5

***I Pity The Fool* Exclusive Content Launches on TVLand.com Including Live Video Chat Immediately Following On-air Premiere**

New York, NY, October 4, 2006 – TV Land and Yahoo! TV today announced that the premiere installment of the network's original series *I Pity The Fool*, starring Mr. T, will debut exclusively on Yahoo! TV (<http://tv.yahoo.com>) on Thursday, October 5, a week before its on-air debut on TV Land. The show will be available in its entirety on Yahoo! for six days. *I Pity The Fool*, produced by Lionsgate, in association with Left/Right Films and Remag Guerilla, premieres on TV Land on October 11 at 10pm (ET/PT).

Additionally, Yahoo! TV will feature exclusive clips from the series including a lost scene from the first episode as well as two "Rules for Fools" -- video clips of Mr. T dispensing advice on finding success and public speaking. More "Rules For Fools" regarding hygiene, dating, finances and listening are available on TV Land.com as well as highlights of upcoming episodes.

Beginning October 11, TV Land.com users will be able to send a Mr. T-Mail -- enabling fans to send video e-cards for birthdays and other special occasions. In addition, users will be able to view an exclusive interview with the icon himself, see bonus material from the series including behind-the-scenes footage that can't be seen anywhere else and watch previews of the next episode of *I Pity The Fool*. Also on October 11, viewers will be treated to a live video chat at 10:30pm (ET) in which Mr. T will be able to talk and interact with fans online immediately after they've watched the show on-air.

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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.

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

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

Lionsgate is the leading independent filmed entertainment studio, winning this year's Best Picture Academy Award® for *Crash*, generating two consecutive years of \$300 million-plus domestic theatrical box office, operating a \$500 million-plus home entertainment business and producing a broad slate of prime time television series for fiscal 2007. It is a premier producer and distributor of motion pictures, television programming, home entertainment, family entertainment, and video-on-demand content. Its prestigious and prolific library of more than 9,000 titles is a valuable source of stable, recurring revenue and a foundation for the growth of the Company's core businesses. The Lionsgate brand is synonymous with original, daring, quality entertainment in markets around the world.

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TV Land.com has been serving classic TV fans for nearly ten years by offering users exclusive video content, celebrity interviews, games, theme songs, bulletin boards and more. In 2005, TV Land Online was awarded an Emmy for Outstanding Achievement in Enhanced Television for its *TV Land Awards All Access Pass*. Additionally, in June 2006, FamilyTable.info, the website for TV Land and Nick at Nite's pro-social initiative, was recognized with a Gold Award – the highest honor in its class – in the education category at The Broadcast Designers Association Awards as well as the Silver Promax Award. The BDA Awards are widely recognized as the ultimate accolade for outstanding design contributions in electronic media and the Promax Awards are the industry's top honors for outstanding marketing and promotion in the broadcast and electronic media industries.

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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 130 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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