



**VIACOM'S MTV NETWORKS NAMES BOTH ANDRA SHAPIRO AND GEORGE CHEEKS
EXECUTIVE VICE PRESIDENT, BUSINESS AFFAIRS AND CO-GENERAL COUNSEL,
MTV NETWORKS**

New York, NY – Apr. 23, 2007 – MTV Networks (MTVN), a unit of Viacom (NYSE: VIA, VIA.B), today announced the promotions of Andra Shapiro and George Cheeks to the newly created positions of Executive Vice President, Business Affairs and Co-General Counsel, MTVN. In their new roles, Shapiro and Cheeks will jointly oversee MTVN Business and Legal Affairs under a new dual leadership structure. Shapiro and Cheeks will direct the company's business and legal affairs strategy, policy, and operations, as well as advise senior management on all legal and regulatory matters affecting the business.

"Andra and George have strategic legal minds, and they are fervent advocates for our brands, our culture, and our people," said Judy McGrath, Chairman and CEO, MTV Networks. "I'm thrilled to have Andra and George in these new roles, bringing their extensive legal knowledge and expertise to bear across MTV Networks."

Under the new structure, the business and legal functions of the MTVN Kids and Family Group, MTVN International, MTVN Content Distribution and Marketing, and the MTVN Litigation and Intellectual Property Group, will report directly to Shapiro. The business and legal arms of the MTVN Music, Logo and Films Group, the MTVN Entertainment Group and MTVN Global Digital Media, as well as the MTVN Music Strategy Group, will report directly to Cheeks. Shapiro and Cheeks will share responsibility for the Music and Media Licensing Group, as well as Employment and Labor.

In addition, Shapiro will retain her current title of EVP, Business Affairs and General Counsel, Nickelodeon and MTVN Kids and Family Group. Cheeks will keep his title of EVP, Business Affairs and General Counsel, MTVN Music and Entertainment Groups. Both Shapiro and Cheeks will report to Rich Eigendorff, acting Chief Operating Officer for MTV Networks.

Shapiro joined MTVN in 1988 as Counsel to VH1, before moving to Nickelodeon the following year and eventually rising through the ranks to be named Executive Vice President, Business Affairs/General Counsel, MTVN Kids and Family Group. Shapiro's strategic thinking, unique expertise and deep understanding of the kids and family entertainment business have contributed significantly to Nickelodeon's industry-leading position. Prior to joining MTV Networks, Shapiro was an associate with the law firm of Cowan, Liebowitz & Latman where she specialized in copyright and trademark law.

Cheeks joined MTVN with Nickelodeon's Business and Legal Affairs Department in 1998 before switching groups and ultimately being promoted to Executive Vice President and General Counsel, MTVN Music, Logo and Films Group in January 2005. As such, Cheeks applied his deep understanding of the music and entertainment landscape to help the Group navigate complex legal and business issues and achieve continued growth. Prior to joining MTVN, Cheeks served as Vice-President, Business Affairs for Castle Rock Entertainment, as well as an entertainment attorney at the boutique entertainment firm of Hansen, Jacobson, et al. He began his career as an entertainment associate at Loeb & Loeb.

About MTV Networks and Viacom

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 135 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, 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.

Viacom is a leading global entertainment content company, with prominent and respected brands. Engaging its audiences through television, motion pictures and digital platforms, Viacom seeks to reach its audiences however they consume content. Viacom's leading brands include the multiplatform properties of MTV Networks, including MTV: Music Television, VH1, CMT: Country Music Television, Logo, Nickelodeon, Nick at Nite, COMEDY CENTRAL, Spike TV, TV Land, and more than 130 networks around the world, as well as digital assets such as MTV.com, comedycentral.com, VSPOT, TurboNick, Neopets, Xfire and iFilm; BET Networks; Paramount Pictures; DreamWorks; and Famous Music. More information about Viacom and its businesses is available at www.viacom.com.

Contact:

David Bittler

212.846.5263

david.bittler@mtvstaff.com