



FIRST-EVER HALF-HOUR GAY NETWORK NEWS SHOW TO LAUNCH ON LOGO NOVEMBER 12

CBS News on Logo to provide in-depth exclusive television coverage of LGBT issues during election '08

NEW YORK, NY – November 5, 2007 – Logo, a division of Viacom Inc.'s (NYSE: VIA and VIA.B) MTV Networks, announced today it will launch the first-ever half-hour news program for the LGBT audience produced by a major network news operation. Logo is the nation's leading television and broadband channel and [online site for the lesbian, gay, bisexual and transgender](#) (LGBT) audience.

Launching on the heels of Logo's *The Visible Vote: A Presidential Forum* and in time for election '08, *CBS News on Logo* will air weekly on Mondays at 7:00PM ET/PT as well as stream at 365gay.com, a leading online [LGBT news hub](#) from Logo.

The show will be hosted by Jason Bellini, who will be joined by reporters Itay Hod, Chagmion Antoine and others from across the country and will be executive produced by Court Passant. Since Logo's summer 2005 launch, the news team has produced three-minute interstitials from CBS News that aired throughout the day on Logo and streamed at 365gay.com.

The new show will allow the [CBS News on Logo](#) team to probe beyond the day's headlines and provide an opportunity for the in-depth exploration of issues of importance to LGBT America, tapping into the rich history and resources of CBS News. In addition to covering election '08, the show will focus on issues such as the recent controversy about transgender inclusion in the Employment Non-Discrimination Act, the state of the HIV/AIDS epidemic, lesbian health as well as entertainment, sports, science and financial news.

"LGBT Americans will be a key voting bloc in the 2008 election and we hope *CBS News on Logo* will be a dynamic new platform for keeping our community informed and involved," said Lisa Sherman, Senior Vice President and General Manager, Logo. "We're thrilled CBS News is giving a unique LGBT perspective to the very best in television journalism."

ABOUT LOGO

Logo is the ad-supported network targeting lesbian, gay, bisexual and transgender (LGBT) viewers, launched by MTV Networks. The network launched June 30, 2005 with more than one thousand hours of content and now has approximately 28 million subscribers across the United States. Logo provides LGBT audiences with a place where they can see themselves and be themselves through a mix of original and acquired entertainment programming that is authentic, smart and inclusive. Logo joins Viacom's roster of popular and highly targeted cable networks which includes MTV, Comedy Central, BET and Spike TV.

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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 120 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, with all of these networks trademarks of MTV Networks. MTV Networks connects with its audiences through its robust consumer products businesses and its more than 100 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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