



LOGO SETS PREMIERE DATE FOR *THE BIG GAY SKETCH SHOW*

Eagerly awaited original sketch comedy series to premiere Tuesday, April 24th at 10:00PM ET/PT

NOTE: CAST PHOTO ATTACHED

NEW YORK, NY – January 30, 2007 – Logo, a division of Viacom Inc.'s (NYSE: VIA and VIA.B) MTV Networks, today announced that its eagerly awaited six episode sketch comedy series will premiere on Tuesday, April 24, 2007 at 10:00 PM ET/PT. Logo is the nation's leading 24/7 television and broadband channel and source of entertainment for the lesbian, gay, bisexual and transgender (LGBT) audience.

Headed by a cast of eight fresh up-and-coming comedic actors, *The Big Gay Sketch Show* features a combination of traditional and music-based sketches, pop culture parodies and recurring characters, all from a unique LGBT perspective. The show is produced by Oh Really? Productions and executive producers are Rosie O'Donnell, Dan MacDonald and Joe Del Hierro. Jim Biederman (*Kids in the Hall*) also executive produces. Scott King (*Mad TV*) is co-executive producer. Amanda Bearse (*Married with Children*, director of numerous episodes of *Mad TV*), is the series director.

Logo today also released the first publicity photo from the show, with Bearse and the entire cast: Erica Ash, Dion Flynn, Julie Goldman, Stephen Guarino, Jonny McGovern, Kate McKinnon, Nicol Paone and Michael Serrato.

In addition to airing on Logo's 24/7 television channel, LOGOonline.com will offer a slew of features including bonus sketches, outtakes, cast crew interviews, photos and more. As part of Logo's effort provide our audience with content wherever and whenever they want it, each episode of the series will be available for download on iTunes via instant release.

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 has approximately 20 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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