



THE L WORD LANDS ON LOGO

Lesbian drama to make commercial television debut on Logo starting in summer 2008

New York, NY— September 20, 2007 —Logo, a division of Viacom Inc.'s (NYSE: VIA and VIA.B) MTV Networks, today announced that it has acquired the first five seasons (62 episodes) of the groundbreaking Showtime lesbian drama *The L Word* from CBS Television Distribution and will premiere the series on commercial television for the first time beginning in summer 2008. Logo is the nation's leading 24/7 cable and broadband channel and [online source of entertainment for the lesbian, gay, bisexual and transgender \(LGBT\) audience](#).

The L Word, which launched a television sensation when it premiered on Showtime in 2004, follows a small group of Los Angeles lesbian friends through their romantic, work and family lives. The show joins Logo's portfolio of [triple-A Hollywood LGBT films](#) and events, including [Queer As Folk](#), [Angels in America](#), [In and Out](#), [Bound](#), [Boys Don't Cry](#) and [Philadelphia](#) as well as bedrock original scripted series and shows [Noah's Arc](#), [Rick & Steve](#), [Exes & Ohs](#), [The Big Gay Sketch Show](#) and [CBS News on Logo](#).

“As one of the most celebrated and beloved LGBT series, *The L Word* is a powerful addition to Logo's array of landmark LGBT entertainment,” said Brian Graden, President, MTV Networks Music Group Entertainment; and President, Logo.

Complementing the show will be significant online components at Logo's [AfterEllen.com](#), the leading site for lesbian entertainment, which for years has offered *L Word* reviews, commentary and show re-caps following new episode premieres on Showtime. [AfterEllen.com](#) is part of Logo's federation of websites that in August 2007 landed at the number one spot in the LGBT online segment for the first time ever.

The show also joins Logo's stable of lesbian-themed programming including the original comedy [Exes & Ohs](#), which premieres October 8th, reality series [Curl Girls](#), British prison drama [Bad Girls](#) and online series [She Made Me Watch This!](#), which posts weekly at [AfterEllen.com](#).

“*The L Word* is both a television sensation and a milestone in lesbian culture,” said Lisa Sherman, Senior Vice President and General Manager, Logo. “The show joins Logo's extensive and growing library of great lesbian-themed entertainment.”

Starring Jennifer Beals, Leisha Hailey, Laurel Holloman, Mia Kirshner, Katherine Moennig, Pam Grier, Erin Daniels, Rachel Shelly, Sarah Shahi, Dallas Roberts and Daniela Sea, *The L Word* is an entertaining exploration of the lesbian experience through the eyes of a small group of friends living in Los Angeles. The show also addresses a number of serious issues that affect the lesbian community, including breast cancer, adoption issues, domestic violence and challenges for gay families.

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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 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.

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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