



## **VIACOM AND DIRECTV SIGN LONG TERM CARRIAGE AGREEMENT**

### **Deal Includes Carriage for MTV Networks Services, BET, CBS, UPN and the Viacom Television Stations Group LOGO, and MTV Desi Now Available on DIRECTV Agreement will lead to DIRECTV'S Launch of CBS HD Local into Local Service**

NEW YORK, July 20, 2005 -- Viacom Inc. (NYSE: VIA, VIA.B) and DIRECTV, Inc. today announced a comprehensive long-term agreement that secures continued carriage of CBS, UPN, BET, and several MTV Networks channels, including, MTV, Nickelodeon, VH1, TV Land, Comedy Central, Spike TV, CMT, Noggin, BET, MTV2, VH1 Classic, Nicktoons, and MTV Espanol, to DIRECTV subscribers nationwide and local carriage to DIRECTV subscribers of CBS and UPN O&O broadcast stations. The deal also provides DIRECTV with the necessary rights to launch CBS' industry leading HDTV programming on a "local into local" basis.

Effective June 30, DIRECTV began carrying LOGO on channel 263 as part of its TOTAL CHOICE(R) PLUS package. DIRECTV also launched MTV Desi on July 12 as part of its HindiDirect(TM) programming package.

"We are thrilled once again to partner with DIRECTV and continue to deliver their customers the incredible quality and diversity they expect from MTV Networks channels," said Nicole Browning, President, Affiliate Sales and Marketing, MTV Networks. "Through our agreement with DIRECTV, even more consumers will be 'super-served' with content created just for them and they will be able to experience our unique brands and networks."

"This broad-based agreement assures that CBS and UPN viewers in our O&O markets will continue to enjoy access to the programming they value from both networks via DIRECTV," said Martin D. Franks, Executive Vice President, CBS. "Additionally, as co-pioneers in the world of HDTV, we and DIRECTV will now work together over time to bring our viewers "local into local" HD. This is truly a mutually beneficial agreement for the audiences we share."

"Viacom has been a long-time, valued partner of DIRECTV and consistently delivers a high-quality, robust programming lineup that our customers enjoy," said Dan Fawcett, Executive Vice President, Programming Acquisitions. "This agreement enables DIRECTV to provide our customers with the excellence they have come to expect from us and to continue delivering the best television experience available."

#### About DIRECTV:

DIRECTV is the nation's leading and fastest-growing digital multichannel television service provider with more than 14.4 million customers. DIRECTV and the Cyclone Design logo are registered trademarks of DIRECTV, Inc. (NYSE: DTV). DIRECTV is a world-leading provider of digital multi-channel television entertainment. DIRECTV is approximately 34 percent owned by News Corporation. For more information visit <http://www.directv.com>.

Viacom is a leading global media company, with preeminent positions in broadcast and cable television, radio, outdoor advertising, and online. With programming that appeals to audiences in every demographic category across virtually all media, the company is a leader in the creation, promotion, and distribution of entertainment, news, sports, music, and comedy. Viacom's well-known brands include CBS, MTV, Nickelodeon, Nick at Nite, VH1, BET, Paramount Pictures, Infinity Broadcasting, Viacom Outdoor, UPN, TV Land, Comedy Central, CMT: Country Music Television, Spike TV, Showtime, Blockbuster, and Simon & Schuster. More information about Viacom and its businesses is available at <http://www.viacom.com>.

#### SOURCE MTV Networks

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