

VIACOM INC.

SUPPLEMENTAL CODE OF ETHICS FOR SENIOR FINANCIAL OFFICERS

Viacom Inc. (“Viacom”) has a Global Business Practices Statement applicable to all directors and employees of Viacom. The President and Chief Executive Officer (“CEO”), Chief Financial Officer (“CFO”) and Chief Accounting Officer (“CAO”) (collectively, the “Senior Financial Officers”) of Viacom are required to comply with the policies set forth therein. In addition to the Global Business Practices Statement, the Senior Financial Officers are required to comply with this Supplemental Code of Ethics, the purpose of which is to deter wrongdoing and to promote:

- (i) honest and ethical conduct, including the ethical handling of actual or apparent conflicts of interest between personal and professional relationships;
- (ii) full, fair, accurate, timely, and understandable disclosure in reports and documents that Viacom files with, or submits to, the Securities and Exchange Commission (the “SEC”) and in other public communications made by Viacom;
- (iii) compliance with applicable governmental laws, rules and regulations;
- (iv) the prompt internal reporting of violations of this Supplemental Code of Ethics; and
- (v) accountability for adherence to this Supplemental Code of Ethics.

To that end, the Senior Financial Officers are subject to the following additional specific obligations:

1. The Senior Financial Officers are responsible for full, fair, accurate, timely and understandable disclosure in the periodic reports Viacom is required to file with the SEC. Accordingly, it is the responsibility of each Senior Financial Officer promptly to bring to the attention of the Viacom Disclosure Committee (the “Disclosure Committee”) any material information of which he or she may become aware that affects the disclosures made by Viacom in its public filings and otherwise assist the appropriate members of senior management in fulfilling their responsibilities relating to Viacom’s financial reporting and disclosure controls and internal control over financial reporting.
2. Each Senior Financial Officer shall promptly bring to the attention of the Disclosure Committee and the Audit Committee of the Viacom Board of Directors (the “Audit Committee”) any information he or she may have concerning (a) significant deficiencies in the design or operation of internal control over financial reporting that could adversely affect Viacom’s ability to record, process, summarize and report financial data or (b) any fraud, whether or not material, that involves management or other employees who have a significant role in Viacom’s financial reporting, disclosure controls or internal control over financial reporting.

3. Each Senior Financial Officer shall promptly bring to the attention of the Audit Committee and the General Counsel (or, if involving the General Counsel, any other appropriate officer) any information he or she may have concerning any violation of Viacom's Global Business Practices Statement, including any actual or apparent conflicts of interest between personal and professional relationships that are in violation of such Statement, involving any management or other employees who have a significant role in Viacom's financial reporting, disclosure controls or internal control over financial reporting, or any violation of this Supplemental Code of Ethics.
4. Each Senior Financial Officer shall promptly bring to the attention of the Audit Committee and the General Counsel (or, if involving the General Counsel, any other appropriate officer) any information he or she may have concerning evidence of a material violation of the securities or other laws, rules or regulations applicable to Viacom and the operation of its business, by Viacom or any agent thereof.

Administration of this Supplemental Code of Ethics

The Audit Committee shall determine, or designate appropriate persons to determine, appropriate actions to be taken in the event of violations by a Senior Financial Officer of Viacom's Global Business Practices Statement and this Supplemental Code of Ethics. Such actions shall be reasonably designed to deter wrongdoing and to promote accountability for adherence to Viacom's Global Business Practices Statement and this Supplemental Code of Ethics. In determining what action is appropriate in a particular case, the Audit Committee or such designee shall take into account all relevant information, including the nature and severity of the violation, whether the violation was a single occurrence or repeated occurrences, whether the violation appears to have been intentional or inadvertent, whether the individual in question had been advised prior to the violation as to the proper course of action and whether or not the individual in question had committed other violations in the past. Any waivers of this Supplemental Code of Ethics will be considered and reported in accordance with applicable law.

SENIOR FINANCIAL OFFICER CERTIFICATION

I hereby certify that I have received and read the Viacom Inc. Supplemental Code of Ethics for Senior Financial Officers, and I understand its contents. I agree to comply with the standards, policies and procedures contained in the Supplemental Code of Ethics. I further certify that, except as noted below, I am otherwise in full compliance with the Supplemental Code of Ethics.

Printed Name

Signature

Date

Exceptions (continue on additional pages if necessary):
