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mtvU SELECTS POLOPOLY'S CONTENT MANAGEMENT SOLUTION TO POWER NETWORK OF 550 ONLINE COLLEGE NEWSPAPERS

***World Class Publishing Platform Brings Expanded Multi-Media Capabilities,
Community Features and Flexibility to Largest Network of Online Campus
Publications***

New York, NY – January 30, 2008 - mtvU, MTV's 24-hour college network and a division of Viacom Inc.'s (NYSE: VIA and VIA.B) MTV Networks, today announced that it has selected Polopoly – a top content management solutions provider to clients including Sony Ericsson, Ikea, Corelio and dozens of other European media companies – to power the next generation of its end-to-end College Publisher platform. College Publisher is the only online publishing system designed specifically for the unique needs of the campus newsroom, and is currently used by the more than 550 college newspaper members in mtvU's College Media Network.

The new Web-based framework, which begins rolling out this semester, will enable student-run publications to interact with readers in much more meaningful ways. The system is optimized for today's 24-hour multi-media news cycle, allowing publishers to quickly develop and deliver compelling news packages that combine text (stories or blogs), photos, video and audio – without writing a single line of code. Further, upgraded community features – including user-developed profiles, forums and blogs, as well as Facebook distribution – will enable papers to cultivate a rich dialogue with and amongst their readers.

"The students running today's college newspapers are pioneering the digital newsroom of tomorrow, and our new publishing platform will better prepare them for success," said Stephen Friedman, GM, mtvU. "Polopoly's best-in-class capabilities will unlock new forms of digital reporting, and we're excited to partner with the company and the hundreds of College Media Network papers to offer students a more enriching, interactive news experience."

"We are very proud that the College Media Network has entrusted Polopoly to satisfy their digital publishing needs," says Gustaf Sahlman, CEO, Polopoly. "This is a highly innovative member of the Viacom family, and the full rollout will give us a very significant user footprint in the US market. Our long experience of demanding media clients in Europe has put us in a great position to offer attractive solutions for the web enterprise market in the United States."

mtvU acquired the College Media Network, the largest interactive network of online college newspapers in the US, in August 2006. All network members run on College Publisher, which allows multiple users to control all facets of digital publishing, including content management, multimedia administration and online advertising. The College Media Network also enables national and local advertisers to connect with college students via the most relevant media brand in their lives. Since the mtvU acquisition, the network has grown from 450 campus publications to 550, and now serves institutions with a combined enrollment of over 5.5 million students, reaching an average of 5 million unique users each month.

About Polopoly:

Polopoly is a leading technology player that supplies content management technology to demanding media players. The company's content management technology covers all media types: text, images

and streaming media. It provides an integrated management of both editorially produced content and user generated content. Headquartered in Sweden, the company serves customers worldwide, with its technology used by a host of the world's most demanding media players.

About mtvU

Broadcasting to more than 750 colleges across the country, with a combined enrollment of over 7.5 million, mtvU is the largest, most comprehensive television network just for college students. Twenty-four hours a day, seven days a week, mtvU can be seen in the dining areas, fitness centers, student lounges and dorm rooms of campuses throughout the U.S. mtvU is dedicated to every aspect of college life, reaching students everywhere they are, through a three pronged approach – on-air, online and on campus. mtvU focuses on content including music videos from emerging artists which can't be seen anywhere else, news, student life features, events and pro-social initiatives. mtvU is always on campus, with more than 500 events per year, including exclusive concerts, giveaways, shooting mtvU series and more. For more information about mtvU, and for a complete programming schedule, visit www.mtvU.com.

In September 2005, mtvU became the first MTV Networks channel to also be distributed in its entirety online. Twenty-four hours a day, seven days a week, mtvU is simulcast and available on demand at mtvU.com, featuring all of network's on-air content plus exclusive new music, original series and student-produced programming for college students and music fans everywhere.

mtvU also owns and operates the College Media Network, the largest interactive network of online college newspapers in the US, and RateMyProfessors.com, the Internet's largest listing of collegiate professor ratings. The College Media Network comprises over 550 campus publications that serve institutions including Brown University, the University of Illinois, the University of Southern California, the University of Texas at Austin and Duke University, with a combined enrollment of over 5.5 million students, reaching an average of 5 million unique users each month. RateMyProfessors.com reaches approximately 1.5 million college students each month, via the site's more than 6.6 million student-generated ratings of over 1,000,000 college professors.

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 135 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/THE N, VH1 CLASSIC, LOGO, MTVN INTERNATIONAL and THE DIGITAL SUITE FROM MTV NETWORKS, a package of 13 digital services, all of these networks trademarks of MTV Networks. MTV Networks connects with its audiences through its robust consumer products businesses and its more than 300 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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