

## CMT CELEBRATES BANNER YEAR AND RINGS IN 2009 WITH RETURNING FAVORITES

NASHVILLE – December 22, 2008 – CMT wraps 2008 on pace to celebrate its eighth consecutive year of prime time growth among P18-49, according to Nielsen Media Research. In addition, the network has experienced some 20 percent growth in daytime among P18-49. CMT is available in more than 87 million American homes, and CMT.com remains the world's No. 1 online source for country music with more than 100 million streams in 2008.

CMT's continued growth is due in part to the success of two new original programs in 2008, GONE COUNTRY and MY BIG REDNECK WEDDING, which claimed both the number one and two spots as the highest-rated series in channel history. CMT also celebrated its second most-watched CMT MUSIC AWARDS ever, and the original film BEER FOR MY HORSES starring Toby Keith became the second highest-rated premiere of the year only behind the CMT MUSIC AWARDS. In addition, CAN YOU DUET became the highest-rated series premiere ever for the channel when it launched in April.

CMT will ring in the New Year with the return of hits GONE COUNTRY and MY BIG REDNECK WEDDING, along with the series premiere of CMT CRIBS on Saturday, January 10, giving fans a peek inside the laidback luxury homes of such stars as Kenny Rogers, James Otto, Dierks Bentley, Gretchen Wilson, Troy Gentry and NASCAR's Kyle Busch, to name a few.

Visit CMT's press-only Web site [www.cmtpress.com](http://www.cmtpress.com) for more information and downloadable photos on all of CMT's programming.

CMT, a unit of Viacom's MTV Networks (NYSE: VIA and VIA.B), is the leading television and digital authority on country music and entertainment, reaching more than 87 million homes in the U.S. CMT and its website, CMT.com, offer an unparalleled mix of music, news, live concerts and series and is the top resource for country music on demand. The network's digital platforms include the 24-hour music channel, CMT Pure Country, CMT Mobile and CMT VOD.

MTV Networks, a division of Viacom (NYSE: VIA, VIA.B), is one of the world's leading creators of entertainment content, with brands that engage and connect diverse audiences across television, online, mobile, games, virtual worlds and consumer products. The company's portfolio spans more than 150 television channels and 350 digital media properties worldwide, and includes MTV, VH1, CMT, Logo, Harmonix, Nickelodeon, Nick at Nite, Noggin, The N, AddictingGames, Neopets, COMEDY CENTRAL, Spike TV, TV Land, Atom, GameTrailers and Xfire.

###

PRESS CONTACT:

Amanda Murphy 615-335-8408 [amanda.murphy@cmt.com](mailto:amanda.murphy@cmt.com)