



THE “MTV VIDEO MUSIC AWARDS” SURFS BACK TO MIAMI

Most Watched Basic Cable Telecast to Air Live on Sunday, August 28th at 8PM (ET/PT)

New York, NY – April 4, 2005 – Van Toffler, President, MTV Networks Group, today announced that the “2005 MTV Video Music Awards” will return to Miami, Florida for the second year in a row. The 22nd annual awards show will air live from AmericanAirlines Arena in Miami on Sunday, August 28th at 8:00pm ET/PT. 2004 MTV Video Music Awards was the most watched telecast on cable for 2004 among P12-34. Host, performers, nominees, and presenters for the “2005 MTV Video Music Awards” will be announced soon.

"Miami radiates an energy that was clearly visible in last year's show--the arrivals by yacht, the six different stages, the countless amazing performances, and much much more," said Toffler. "The support from the local community really made the decision to return to Miami an easy one for us. The mayors, Greater Miami Convention & Visitors' Bureau, the local community leaders, the AmericanAirlines Arena, and especially the South Floridian fans have made the VMAs and MTV feel at home in Miami."

"I am ecstatic that MTV is returning to Miami for 2005. Last year's VMAs raised our summer heat to a new level of intensity, proving that the world's hottest city and entertainment's steamiest awards show are a perfect match," said City of Miami Mayor Manny Diaz. "As soon as the first VIP boat arrived at the American Airlines Arena last year we knew that we wanted them back."

"I am thrilled the MTV Video Music Awards are returning to Miami-Dade County," said Miami-Dade Mayor Carlos Alvarez. "This important event promotes all of our County's wonderful amenities - world-class beaches, hotels, restaurants, shopping, attractions, sports and recreation - to a worldwide audience. Miami-Dade County's cultural diversity is also the perfect backdrop for this exciting event, which brings together artists and celebrities from around the globe."

Miami played host and backdrop to the 2004 VMAs, the first time in the 21 year history of the show it has been broadcast from a city other than New York or Los Angeles. The biggest bash of the summer turned out to be a virtual who's who in the worlds of music, TV, film, sports, and politics. OutKast and Jay-Z topped the list of winners with four Moon Men each. The show included show stopping performances by Usher, Kanye West

with Chaka Khan, Yellowcard, Lil' Jon, Jet, Petey Pablo, Hoobastank, Ying Yang Twins, Terror Squad featuring Fat Joe, Jessica Simpson, Alicia Keys with Stevie Wonder and Lenny Kravitz, Nelly featuring Christina Aguilera, and OutKast.

Dave Sirulnick and Salli Frattini will return to serve as Executive Producers for the "2005 MTV Video Music Awards."

The "2005 MTV Video Music Awards" will be seen locally in South Florida on Comcast Cable. Headquartered in Philadelphia, Comcast Cable is a division of Comcast Corporation, a developer, manager and operator of broadband cable networks and provider of programming content. With a presence in 22 of the top 25 United States markets, Comcast is one of the leading communications, media and entertainment companies in the world. Providing basic cable, Digital Cable, high-speed Internet and telephone services, Comcast is the company to look to first for the communications products and services that connect people to what's important in their lives. The company's 59,000 employees serve more than 21 million customers.

Comcast's South Florida Region extends from Sebastian to Key West. Comcast, whose regional offices are located in Miramar, FL, employs more than 1,700 people in South Florida.

MTV Networks, a division of Viacom International Inc. (NYSE: VIA, VIA.B), owns and operates the following television programming services -- MTV: MUSIC TELEVISION, MTV2, mtvU, VHI, NICKELODEON, NICK at NITE, COMEDY CENTRAL, TV LAND, SPIKE TV, CMT, NOGGIN, MTV INTERNATIONAL and THE DIGITAL SUITE FROM MTV NETWORKS, a package of 12 digital services, all of which are trademarks of MTV Networks. MTV Networks also has licensing agreements, joint ventures, and syndication deals whereby all of its programming services can be seen worldwide.

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