

Toby Keith's Controversial Animated Video 'American Ride' Available Now, Exclusively on CMT.com

Keith's New Video Debuts First on CMT.com Followed by CMT Premiere on Friday, August 14

NASHVILLE, Tenn., Aug. 13 -- CMT has the online and television exclusive to superstar Toby Keith's new animated video for the title track from his new album, "American Ride," available now at www.cmt.com. The politically-charged video will make its world television debut on CMT tomorrow, Friday, August 14, beginning at 6 a.m. ET/PT, and will air every hour on the hour during CMT's music video hours throughout the weekend. In addition, the video will be featured during CMT TOP 20 COUNTDOWN which airs Friday, August 14 at 11 a.m., ET/PT. In total, "American Ride" will air 18 times throughout the weekend on CMT.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20090813/CL61118>)

"I'm a 'right-wrong guy' not a 'right-left guy' and this video shows that," Keith says. "We took our shots at everyone."

Toby Keith has been among the top musical performers in any genre throughout this decade. Already the No. 4 album seller of the decade according to a recent Yahoo! analysis, Keith is once again one of Forbes' top earning musicians in the world. And his business empire is almost as expansive as his hit making ability, encompassing restaurants, movies, a clothing line and his own record label, Show Dog Nashville. His latest single, "American Ride" from his upcoming release of the same title, is one of the fastest rising songs of his career, while the critically acclaimed That Don't Make Me A Bad Guy, his current album, boasts the back-to-back No. 1 hits "She Never Cried In Front Of Me" and "God Love Her." And his tours, including his latest Toby Keith America's Toughest Tour with Trace Adkins, continue to be among the top-drawing concerts in the world of entertainment.

The video "American Ride" was directed by Michael Salamon.

CMT will extend its promotion of Keith's new video across all of the network's multiple platforms, including CMT.com, CMT Radio Networks, CMT Mobile, and the digital 24-hour music channel CMT Pure, among others.

For viewing and embed code at CMT.com, visit:

<http://www.cmt.com/videos/toby-keith/426849/american-ride.jhtml?id=1618623>

CMT is the only country music network in the unique position to deliver world premiere exclusives to fans on demand, on multiple platforms. Toby Keith joins other recent artists, including Sugarland, Taylor Swift, Reba McEntire and Gloriana, who have partnered exclusively with CMT and CMT.com and music video premieres.

Visit CMT's press-only Web site 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 88 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.

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