

Television Event Get Schooled: You Have the Right Premieres September 8th Simultaneously Across All Viacom U.S. Networks

Featuring Kelly Clarkson and LeBron James

Roadblock Simulcast to Kick Off "Get Schooled" National Education Initiative

Developed with Bill & Melinda Gates Foundation and Viacom to Engage American Public in Critical Education Issues

LOS ANGELES and NEW YORK, Aug. 13 -- On Sept. 8 at 8 p.m., all of Viacom's (NYSE: VIA and VIA.B) U.S. television properties will join together to simultaneously air *Get Schooled: You Have the Right*, a 30-minute special that highlights education challenges and breakthroughs experienced by three leading figures from the world of entertainment, sports and politics; along with the stories of three of their most trusted professional colleagues. This is the first programming "roadblock" of any kind across all Viacom networks including BET, MTV, VH1, CMT, COMEDY CENTRAL, Spike TV and Nickelodeon.

Get Schooled: You Have the Right features pop superstar Kelly Clarkson and NBA MVP LeBron James and documents the experiences of successful young adults who work behind-the-scenes to support these famous figures. The program will provide real-life examples of how a commitment to education and a drive to overcome obstacles can create a path to success.

Get Schooled: You Have the Right formally kicks off "Get Schooled," a five-year national initiative co-developed by the Bill & Melinda Gates Foundation and Viacom that creates a platform for corporate and community stakeholders to address the challenges facing America's public schools.

"We believe that improving our educational performance is a national priority. The *Get Schooled* partnership is committed to elevating the national consciousness about this issue and helping to bring about positive change in our schools. Working together with the Bill & Melinda Gates Foundation, we've developed a television event that represents a truly unprecedented programming commitment by Viacom, and an important step in an effort that demands our attention," said Philippe Dauman, President and CEO of Viacom.

"Today, in America, far too many young people enter adulthood unprepared for college, career and life," said Allan Golston, President of the U.S. Program at the Bill & Melinda Gates Foundation. "Changing this reality requires the full engagement of the corporate and nonprofit communities, working harder to support students, families and schools to create an expectation in every community that a college education is possible for all young people. Through the creativity of Viacom's team and the strong connections its networks cultivate with their audiences, we have a unique ability to reach young people and their families on this critical issue."

"Lots of young people run into problems beyond their control, like finances, that keep them from pursuing their education. At that point, it's easy to give up. But I believe it's important to continue to work hard and learn from everyone and everything around you," Kelly Clarkson said.

The program will chronicle the critical role of education in shaping three trusted colleagues who work with some of the most notable personalities in the world. It will show how education has helped prepare them to become the successful professionals they are today. Flashbacks will depict key educational moments that influenced their lives, and prepared them for their careers.

"I know first hand how important it is for young people to have role models who can inspire them about the importance of education and help them make good choices that will provide them with tools to succeed," said LeBron James.

The show will air simultaneously on the following Viacom networks: BET, BET J, CMT, CMT Pure Country, COMEDY CENTRAL, Logo, MTV, MTV Jams, MTV Hits, MTV Tr3s, MTV2, mtvU, Nick @ Nite, Nickelodeon, Nicktoons Network, Palladia, Spike TV, The N/Teen Nick, TV Land, VH1, VH1 Classic and VH1 Soul.

Get Schooled: You Have the Right is created and executive produced by Dave Sirulnick and executive produced and directed by Lauren Lazin. @radical.media is a strategic, creative and production partner of the *Get Schooled* initiative.

ABOUT GET SCHOOLED

Get Schooled is a national platform that connects, inspires and mobilizes people - from policymakers and corporate leaders to communities and kids - to find effective solutions to the problems facing our education system. It provides resources and information, community outreach and creative programming that engage a range of audiences around America's education

crisis. Get Schooled's co-developers are the Bill & Melinda Gates Foundation and Viacom, including BET Networks, MTV Networks and Paramount Pictures. The initiative combines the Foundation's deep knowledge of education reform with the power of Viacom's diverse brands to raise awareness about the challenges facing America's public education system.

To find out more about Get Schooled and the initiative's groundbreaking national television premiere on Sept. 8, visit www.getschooled.com.

MEDIA CONTACTS

Brunswick Group

Maria Figueroa Kupcu

(212) 333-3810

mkupcu@brunswickgroup.com

Katie Foley

(212) 333-3810

kfoley@brunswickgroup.com

Viacom

Kelly McAndrew

(212) 846-7455

kelly.mcandrew@viacom.com

Jeremy Zweig

(212) 846-7503

Jeremy.zweig@viacom.com

Gates Foundation

(206) 709-3400

media@gatesfoundation.org