

Beyonce, Green Day & Lady Gaga Lead The Way With Three Moonmen at the '2009 Video Music Awards'

JANET JACKSON & MADONNA CELEBRATE MICHAEL JACKSON

NEW YORK, Sept. 14 -- *MTV* turned New York City inside out for the "2009 Video Music Awards" as the network celebrated a legend and brought together the biggest names in music, TV, film and sports. Live from Radio City Music Hall, VMA icon *Madonna* opened the show and introduced the emotional and heartfelt tribute to *Michael Jackson*. *Janet Jackson* was joined onstage by the most renowned choreographers in the world and Michael's tour dancers, all of whom were influenced by the "King of Pop," for a memorable and high energy performance. To honor her brother and his illustrious career, the dancers recreated some of his most memorable music videos including "Thriller," "Bad," "Smooth Criminal" and "Scream." The celebration received a standing ovation and set the tone for the most important evening in music and pop culture.

Always controversial, British comedian *Russell Brand* pushed the envelope as he had fun with a slew of new stars and charmed the ladies. Aerosmith's *Joe Perry* and popstar *Katy Perry* helped Russell kick-off his hosting duties in a big way with a light infused performance of the classic rock anthem by Queen, "We Will Rock You."

Young country-pop superstar *Taylor Swift* earned "Best Female Video" for "You Belong With Me" in one of the most competitive categories of the evening, causing *Kanye West* to storm the stage in protest of *Beyonce* not winning. In a gracious act, *Beyonce* later called Taylor back on stage to rightfully accept her award. *Beyonce* did win an outstanding three moonmen including the coveted "Video of the Year" award for her viral video sensation "Single Ladies (Put A Ring On It)." Also landing three statues was *Lady Gaga* including "Best New Artist" for her hit single "Poker Face." *Green Day* made a triumphant return to the VMAs by claiming three awards including "Best Rock Video" for "21 Guns." *Eminem* walked away victorious in an extremely heated race for "Best Hip Hop Video" with "We Made You."

Adding to her collection of moonmen and accepting her award via satellite while on tour, *Britney Spears* won "Best Pop Video" for "Womanizer." After officially premiering at last year's show, *T.I.* and *Rihanna* won "Best Male Video" for their multi-platinum song "Live Your Life."

Eminem once again showcased his comedic chops teaming up with *Tracy Morgan* and featuring a cameo by *Cyndi Lauper* to present the "Best New Artist" nominees throughout the show.

Drawing on the musical energy and passion of New York City, *MTV* used the city as a backdrop to showcase the unprecedented and groundbreaking performances from today's most popular artists. Making her first VMA performance a standout, *Taylor Swift* sang a never-before-heard version of her single "You Belong With Me." Taylor fully incorporated all NYC has to offer by transitioning from a subway car to 6(th) Avenue surrounded by fans and ending her performance on top of a taxi cab.

Known for her over the top live performances and fashion forward style, *Lady Gaga* turned a childhood dream into a reality as she made her grand entrance into VMA history. During her unforgettable performance of "Paparazzi," the international superstar gives her own interpretation on the price of fame which culminates with her levitating into the air.

Surrounded by pyro and using every corner of the VMA stage, fan favorite *Green Day* made an explosive return to the VMA stage by giving a high energy rock performance of their single "East Jesus Nowhere."

Beyonce had all of Radio City dancing to "Single Ladies (Put A Ring On It)" with her call and response to the audience as she translated her music video phenomenon to the live stage. The pop diva was backed by an army of dancers as they displayed their incomparable dance moves during her performance.

Already a household name across the pond, British rockers *Muse* gave a breakthrough performance expanding their fan base worldwide. The band performed their latest single "Uprising" from a live remote at the Walter Kerr Theater in the Broadway district of Manhattan in front of hundreds of screaming fans.

Determined to top herself and once again raise the bar for live performances, *P!nk* mastered a jaw-dropping aerial act 30 feet above the stage while performing her single "Sober." And yes, she sang every single word of it.

Bringing the show to a climactic end, *JAY-Z* and *Alicia Keys* honored their hometown of New York as they gave a powerful performance of "Empire State of Mind."

As the official VMA house band, hip-hop's newest challenger *Wale* and the legendary go go band *UCB* hyped up the audience as they put their own unique spin on some of the biggest songs of the year, his own material and a few classic covers. They collaborated with a number of artists including *Kid Cudi* with "Day And Night," *The All-American Rejects* with "Gives You Hell,"

Pitbull with "You Know You Want Me" and *3OH!3* with "Don't Trust Me". *Kid Cudi* honored *DJ AM* during his performance of "Make Her Say."

The star studded show also included appearances by *Megan Fox*, *Jimmy Fallon*, *Jennifer Lopez*, *Shakira*, *Jack Black*, *Andy Samberg*, *Kristin Cavallari*, *Pete Wentz*, *Gerard Butler*, *Diddy*, *Tracy Morgan*, *Adam Brody*, *Jamie-Lynn Sigler*, *Alexa Chung*, *Gabe Saporta* of *Cobra Starship* and *Justin Bieber*, *Ne-Yo*, *Nelly Furtado*, *Robert Pattinson*, *Kristen Stewart*, *Taylor Lautner*, *Chace Crawford*, *Leighton Meester*, *Miranda Cosgrove* and *Serena Williams*.

The MTV audience was treated to exclusive first looks at fall's most anticipated films and soundtracks including *Michael Jackson's THIS IS IT* and *The Twilight Saga: New Moon* trailers during the show. Viewers were also given a sneak peek at the latest trailer from the upcoming movie *Fame* during MTV News' "2009 VMA Preshow."

2009 MTV VIDEO MUSIC AWARDS WINNERS

GENERAL CATEGORIES:

VIDEO OF THE YEAR

Beyonce

Title: Single Ladies (Put A Ring On It)

Album: I AM. . .SASHA FIERCE

Director: Jake Nava

Label: Music World Music/Columbia

Production Company: Anonymous Content

Producer: John Winter

BEST NEW ARTIST

Lady Gaga

Title: Poker Face

Album: The Fame

Director: Ray Kay

Label: Streamline/KonLive/Cherrytree/Interscope

Production Company: Rockhard Films

Producer: Jil Hardin/ Nicole Ehrich

BEST MALE VIDEO

T.I. featuring Rihanna

Title: Live Your Life

Album: Paper Trail

Director: Anthony Mandler

Label: Atlantic Records

Production Company: Les Enfants Terribles

Producer: Gina Leonard

BEST FEMALE VIDEO

Taylor Swift

Title: You Belong With Me

Album: Fearless

Director: Roman White

Label: Big Machine Records

Production Company: Revolution Pictures

Producer: Randy Brewer

BEST HIP HOP VIDEO

Eminem

Title: We Made You

Album: Relapse

Director: Joseph Kahn

Label: Aftermath/Interscope

Production Company: HSI Productions

Producer: Mary Ann Tanedo

BEST POP VIDEO

Britney Spears

Title: Womanizer

Album: Circus

Director: Joseph Kahn

Label: Jive/Zomba Label Group

Production Company: HSI Productions

Producer: Mary Ann Tanedo

BEST ROCK VIDEO

Green Day

Title: 21 Guns

Album: 21st Century Breakdown

Director: Marc Webb

Label: Reprise Records

Production Company: DNA Inc

Producer: Michael Angelos

PROFESSIONAL CATEGORIES:

BEST CHOREOGRAPHY

Beyonce

Title: Single Ladies (Put A Ring On It)

Album: I AM. . .SASHA FIERCE

Director: Jake Nava

Label: Music World Music/Columbia

Production Company: Anonymous Content

Producer: John Winter

Choreographer: Jaquel Knight & Frank Gatson Jr.

BEST DIRECTION

Green Day

Title: 21 Guns

Album: 21st Century Breakdown

Director: Marc Webb

Label: Reprise Records

Production Company: DNA Inc

Producer: Michael Angelos

BEST EDITING

Beyonce

Title: Single Ladies (Put A Ring On It)

Album: I AM. . .SASHA FIERCE

Director: Jake Nava

Label: Music World Music/Columbia

Production Company: Anonymous Content

Producer: John Winter

Editor: Jarrett Fijal

BEST SPECIAL EFFECTS

Lady Gaga

Title: Paparazzi

Album: The Fame

Director: Jonas Akerlund

Label: Streamline/KonLive/Cherrytree/Interscope

Production Company: Factory Films Ltd.

Producer: Steven Johnson/Nicole Ehrich

BEST CINEMATOGRAPHY

Green Day
Title: 21 Guns
Album: 21st Century Breakdown
Director: Marc Webb
Label: Reprise Records
Production Company: DNA Inc
Producer: Michael Angelos
Cinematographer: Jonathan Sela

BEST ART DIRECTION

Lady Gaga
Title: Paparazzi
Album: The Fame
Director: Jonas Akerlund
Label: Streamline/KonLive/Cherrytree/Interscope
Production Company: Factory Features
Producer: Steven Johnson/Nicole Ehrich
Art Director: Jason Hamilton

ONLINE CATEGORIES:

BREAKTHROUGH VIDEO

Matt & Kim
Title: Lessons Learned
Album: Grand
Director: Taylor Cohen & Otto Arsenault
Label: Fader
Production Company: FVNMO
Producer: Taylor Cohen, Otto Arsenault

BEST VIDEO (THAT SHOULD HAVE WON A MOONMAN)

Beastie Boys
Title: Sabotage
Album: III Communication
Director: Spike Jonze
Label: Grand Royal/Capitol Records

Shugoll Research and Telescope are the Official Business Advisors of the "2009 MTV Video Music Awards" Nominee and Winner Voting periods.

Jesse Ignjatovic/Den of Thieves is the Executive Producer for the "2009 MTV Video Music Awards." Dave Sirulnick is Executive Producer. Garrett English is co-Executive Producer/Executive in Charge of Production. Amy Doyle is co-Executive Producer. Joanna Bomberg is Executive in Charge of Music and Talent. Jen Jones is Producer. Hamish Hamilton is Director. Robin Reinhardt-Locke is Celebrity Talent Executive.

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The "2009 MTV Video Music Awards" will be available to a potential viewing audience of more than 1.2 billion people via MTV's global network of 68 channels reaching 577 million households around the world as well as through syndication. In addition, its convergent programming & content will reach the entire interactive community, via MTV's more than 200 digital media properties around the world.

About MTV:

MTV is the dynamic, vibrant experiment at the intersection of music, creativity and youth culture. For over 27 years, MTV has evolved, challenged the norm, and detonated boundaries -- giving each new generation a creative outlet and voice that entertains, informs and unites on every platform and screen. On-air, MTV is the number one rated full-day ad-supported cable network for P12-24. Online, MTV.com averaged *21.7 million monthly unique visitors* during the first quarter of 2009 -- *up +7% from the 4Q/2008*. Total video streams for the first quarter of 2009 increased by *13% from 4Q/2008* and by 21% over the same time period last year. And MTV's successful sibling networks MTV2, mtvU and MTV Tr3s each deliver unprecedented customized content, super-serving music fans, college students and young American Latinos like no one else. MTV is part of

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