

MTV Latin America Announces Monterrey, Nuevo Leon, Mexico as Host City of International Music Event "MTV World Stage"

"MTV World Stage Monterrey" will be taped on September 27th at the Monterrey Arena

MIAMI, April 25, 2012 /PRNewswire/ -- **MTV Latin America** announced today that **MTV World Stage** will return to Mexico for the third consecutive year and will be held for the first time in **Monterrey, Nuevo Leon**. The extraordinary event will be taped on **Thursday, September 27th at the Monterrey Arena**, and can be seen on MTV Latin America and various MTV channels around the world. The event, supported by the State Government of Nuevo Leon and by Mexico's Tourism Board, will feature international talent, details to be announced.

"The spirit of Monterrey, Nuevo Leon as well as its great infrastructure, are the perfect fit for carrying out an event of this magnitude," commented Eduardo Lebrija, Senior Vice-President / CEO of Viacom International Media Networks (VIMN) the Americas-Mexico. "We are thrilled to take this local MTV event and bring it to MTV fans around the world."

"To carry out MTV World Stage in Monterrey is very important for us, as it's an example of Nuevo Leon's ability to attract international events," commented Luis Trevino Chapa, General Director of the Tourist Development Corporation for the State of Nuevo Leon.

"Year after year, MTV World Stage has demonstrated to be an event that fans look forward to," commented Fernando Gaston, Senior Vice President of Content, Creative and Music for MTV, Comedy Central and VH1 at VIMN The Americas. "This international property is one of the most important events for our brand and we are certain that Monterrey will be the perfect setting for this great musical experience."

Tickets for **MTV World Stage Monterrey** will be available free of charge via MTV and official event sponsors, details to be announced. Previous **MTV World Stage** performances in Mexico have included The Smashing Pumpkins, Thirty Seconds to Mars, Ke\$ha and Joe Jonas.

MTV World Stage invites viewers to some of the world's most exclusive concerts performed in unique locations around the world. These shows are recorded in high definition and feature dozens of artists from all genres and are aired the same day in over 63 MTVs around the world. Some of the artists and bands recorded for the MTV World Stage are: Shakira, Gorillaz, Black Eyed Peas, Maroon 5, Ke\$ha, Lady Gaga, Kiss, Katy Perry, Coldplay, Enrique Iglesias, Thirty Seconds to Mars, Green Day, Joe Jonas, MGMT, The Smashing Pumpkins, Depeche Mode and Muse.

Viacom International Media Networks The Americas, a unit of Viacom Inc. (NYSE: VIA, VIA.B), owns and operates the company's portfolio of entertainment brands, which include MTV, VH1, Nickelodeon and their respective properties in Spanish speaking Latin America as well as Viacom Networks Brazil. Additionally, the portfolio includes Tr3s: MTV, Musica y Mas in the US, which targets a broad US Hispanic audience, and MTV Networks International's programming partnerships in Canada with Corus Entertainment for Nickelodeon and CTV Globe Media for MTV, Comedy Central and VH1. The company's emerging multiplatform businesses include MTVNHD and Red Viacom in Latin America as well as VH1HD in Brazil. MTV Networks Latin America, US Hispanic and Canada also serve the growing number of digitally connected consumers via its websites: mtvla.com, mundonick.com, comedycentral.la, comedycentral.com.br, vh1la.com, vh1brasil.com.br, tr3s.com, mtv.ca and nickcanada.com as well as through its broadband and community sites: mtvrevolution.com, mundonick.com/nickturbo, mtvmusica.com, neopets.com and mtvdemo.com.

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