

COMEDY CENTRAL(R) Secures a Trifecta With Dane Cook's 'ISolated INcident' Stand-Up Comedy Event Including a World Television Premiere and Releases of a CD and DVD

The World Television Premiere Of 'ISolated INcident' Airl Sunday, May 17 At 10:00 P.M. ET/PT With COMEDY CENTRAL Records(R) To Release The 'ISolated INcident' CD On Tuesday, May 19

'ISolated INcident' DVD To Hit Stores In Summer/Fall '09 Via COMEDY CENTRAL Home Entertainment

NEW YORK, March 11 -- Dane Cook is the quintessential example of someone who is never afraid to take huge risks when it comes to his career. COMEDY CENTRAL scores rights to the world television premiere, the CD and the DVD of "ISolated INcident," it was announced today by Michele Ganeless, president, COMEDY CENTRAL. With "ISolated INcident," Cook completes a metamorphosis, the likes of which has never been seen before.

In his new special stand-up comedy event premiering Sunday, May 17 at 10:00 p.m. ET/PT on COMEDY CENTRAL, Cook comes up a winner in one of the most exceptional and highly-anticipated comedy events in recent memory. COMEDY CENTRAL Records will also release the "ISolated INcident" CD on Tuesday, May 19 with a projected summer/fall '09 release of the DVD by COMEDY CENTRAL Home Entertainment.

"We love Dane and are thrilled to bring his new special to COMEDY CENTRAL audiences across all of our platforms," said Ganeless.

Coming off his last two highly-rated specials, where he performed in front of a combined 70,000 people, Cook reinvented his act and took it to the stage in the most intimate way -- in front of 400 people at the Laugh Factory in Hollywood on the Sunset Strip. The material that Cook performs in this "ISolated INcident" special event is in a completely different tone than what we have seen in the past which includes brand new, cutting-edge material that pushes the envelope to its highest level.

The event was so simple in concept, yet was filmed unlike any other comedy performance. Throughout the show, the audience was taken into a unique nightclub atmosphere while watching an authentic real-time performance without a safety net, which turned out to be an incredibly groundbreaking experience.

Through COMEDY CENTRAL Records, Cook's stand-up releases have achieved major success with "Harmful If Swallowed" certified platinum, "Retaliation" certified double platinum and "Rough Around the Edges" certified gold.

COMEDY CENTRAL, the only all-comedy network, currently is seen in more than 95 million homes nationwide. COMEDY CENTRAL is owned by, and is a registered trademark of, Comedy Partners, a wholly-owned division of VIACOM Inc.'s (NYSE: VIA and VIA.B) MTV Networks. COMEDY CENTRAL's Internet address is www.comedycentral.com. For up-to-the-minute and archival press information and photographs visit Press Central, COMEDY CENTRAL's press Web site at www.comedycentral.com/press.

SOURCE COMEDY CENTRAL Corporate Communications

CONTACT:

Renata Luczak of COMEDY CENTRAL

+1-212-767-8661

renata.luczak@comedycentral.com

/Web Site: <http://www.comedycentral.com>