

MTV & ServiceNation's 'Be the Change: Live from the Inaugural' to Air Exclusive Performances by Kanye West, Kid Rock and Fall Out Boy Live from the Youth Inaugural Ball to Global MTV Audience

Usher and Rosario Dawson Report Live As MTV Guest Correspondents

President Obama's Inaugural Oath and Remarks to Air Across MTV Channels in the U.S. at 12pm ET

NEW YORK, Jan. 17 -- MTV today announced it will exclusively air Kanye West, Kid Rock and Fall Out Boy's performances globally as they headline the official Youth Inaugural Ball, where MTV is anchoring "Be the Change: Live from the Inaugural." Grammy award-winning artist Usher and Rosario Dawson, whose organization Voto Latino helped mobilize the youth vote, will be on hand as MTV Guest Correspondents reporting live from the Youth Inaugural Ball. They will join MTV News Correspondent Sway Calloway to capture all of the night's action, including President Obama's remarks as he addresses young people across the globe and calls on them to be the change and continue to engage in national and community service. Tobey Maguire, actor and chair of the ServiceNation ambassador council, will also be among the thousands of young people celebrating the inauguration and youth service from the Youth Inaugural Ball.

MTV and ServiceNation announced "Be the Change: Live from the Inaugural" -- celebrating the massive youth voter turnout in the 2008 Presidential Election and an active commitment from America's youth to impart social change through volunteer service -- earlier this week. The show will feature footage from service activities around the country on Martin Luther King, Jr. Day, including a look at Usher working alongside 200 young people to makeover Simon Elementary School in Washington D.C. Additionally, "Be the Change: Live from the Inaugural" will highlight young people imparting change real-time through major service projects being completed in New Orleans, Washington D.C., and in Kenya.

Through MTV's global network in 162 countries in 33 languages, more than 1.5 billion young people around the world will be able to witness this historic event. The program, which will take place at the Hilton Washington in Washington DC, airs live on MTV in the United States on January 20, 2009 at 10 PM ET/ 7PM PT. The event will also be carried live on many of the international MTV channels including MTV Italy, MTV Germany, MTV Spain, MTV France, MTV Canada, MTV Baltic, MTV Romania, MTV Brazil, MTV Portugal, MTV Indonesia, MTV Turkey, MTV Russia and MTV Greece. MTV channels that will air the show following the initial broadcast include Africa, the UK, Arabia, Latin America, Japan, Australia, and New Zealand.

In addition to airing "Be the Change: Live from the Inaugural," MTV, its 24-hour college network mtvU, MTV2, MTV Tr3s, MTV Jams, MTV Hits, MTV.com and MTV 44 1/2, the high definition screen located in Times Square, will carry President-elect Obama's oath of office and remarks live at approximately 12:00 pm ET. This marks the first time any of the MTV channels have carried a presidential inaugural address. Additionally, mtvU and MTV.com will carry the full inauguration ceremony live beginning at 11:30 am ET.

MTV will provide a satellite feed of "Be the Change: Live from the Inaugural" for use by news media outlets post show. Media outlets can excerpt up to 2 minutes total footage, including one minute of performance footage from an artist or band's first song only. All footage must include credit to MTV.

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| DATE: | Tuesday, January 20, 2009 |
| TIME: | Line UP: 9:45pm - 10:00pm ET LIVE: 10:00pm - 11:30pm ET |
| SATELLITE: | G- 18/ 19 (C band - ANALOG) ORBITAL SLOT: 123 WEST Uplink Frequency: 6305 MHz (H) Downlink Frequency: 4080 MHz (V) 631-300-3275 Tech Coord Line 631-435-4900 Main Number |

About MTV

MTV is the dynamic, vibrant experiment at the intersection of music, creativity and youth culture. For over 26 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 has been the number one rated 24 hour ad-supported cable network P12-24 for 16 straight years. Online, MTV.com scored double-digit growth in 2007 and MTV launched 15 dynamic online communities and eight new virtual worlds. On the go, MTV Mobile is the #1 music brand in the wireless space - delivering 90% more streams than in 2006. 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 MTV Networks, a unit of Viacom (NYSE: VIA, VIA.B), one of the world's leading creators of programming and content across all media platforms. Wanna know more? Come on in... <http://www.mtvpress.com>.

About ServiceNation

The goal of ServiceNation (www.servicenation.org), which currently includes 120 organizations who collectively reach some 100 million Americans, is to mobilize a grassroots movement that will inspire America's leaders to expand voluntary community and national service opportunities for all Americans; use proven service strategies to create targeted service corps that will tackle some of America's most chronic social challenges; and call on all Americans to make citizen service a bedrock ideal in our democracy. The ServiceNation coalition is co-led by Be the Change, Inc., City Year, Civic Enterprises and The Points of Light Institute.

SOURCE MTV

01/17/2009

CONTACT: Janice Gatti, +1-212-846-8852, Janice.gatti@mtvstaff.com, or Jeannie Kedas, +1-212-846-4629, Jeannie.kedas@mtvstaff.com, both of MTV Communications; or Amy Weiss, +1-202-203-0448, Amy@PointBlankpa.com, or Debra DeShong Reed, +1-202-528-4214, Debra@PointBlankpa.com, both of ServiceNation

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