

Bud Light's 'Conan O'Brien's Swedish Commercial' Takes Home The Top Hardware as Ad Guys Liked Most at SPIKE.com's 'Commercial Bowl' 2009 Presented by Oreo

Audi's "Jason Statham Racing Through Time" and Bridgestone's "The Potato Head Family" Take Home The Silver and Bronze Prizes

NEW YORK, Feb. 2 -- The Pittsburgh Steelers may have captured the Lombardi trophy last night at Super Bowl XLIII, but the most important prize of the night went to Bud Light's "Conan O'Brien's Swedish Commercial", as SPIKE.com users made it the winner of "Commercial Bowl" 2009 (<http://www.spike.com/superbowl>). The winning advertisement features Conan O'Brien's manager talking him into doing a Bud Light commercial that he thinks will only be seen in Sweden, and with its hilarious Euro cliché-induced consequences, it was the most viewed commercial of the night by SPIKE.com viewers, taking home the evening's top prize as the Super Bowl ad guys liked most.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20060322/NYW096LOGO>)

Not far behind were commercials from Audi, involving Action star Jason Statham in a car chase through time that places him in one decade's getaway vehicle after another, and Bridgestone, which featured Mr. and Mrs. Potato Head out for a drive, with Mrs. Potato Head doing most of the talking. Those advertisements finished in second and third place in the online viewing, respectively.

The 5 Super Bowl ads guys liked most based on views on SPIKE.com were as follows:

1. Bud Light - Conan O'Brien's Swedish Commercial
<http://www.spike.com/video/bud-light-conan/3104702>
2. Audi - Jason Statham Racing Through Time
<http://www.spike.com/video/audi-jason-statham/3104701>
3. Bridgestone - The Potato Head Family
<http://www.spike.com/video/bridgestone-potato/3104703>
4. Pepsi Max - I'm Good
<http://www.spike.com/video/pepsi-max-im-good/3104827>
5. Teleflora.com - Sassy Flowers
<http://www.spike.com/video/telefloracom-sassy/3104836>

Users can log onto SPIKE.com to view this year's top ten commercials, as well as to peruse the vast library of football's Biggest Game ads compiled from 2002-2009. Eight years worth of some of the best all time Super Bowl commercials, a library of hundreds of advertisements, will be at the fingertips of SPIKE.com users to view and share with their friends.

Spike TV is available in 97.7 million homes and is a division of MTV Networks. A unit of Viacom (NYSE: VIA, VIA.B), MTV Networks is one of the world's leading creators of programming and content across all media platforms. Spike TV's Internet address is www.spike.com and for up-to-the-minute and archival press information and photographs, visit Spike TV's press site at <http://www.spike.com/press>.

SOURCE Spike TV

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