

SPIKE.com Kicks-Off 'Commercial Bowl' 2009

For Eighth Year, Site To Offer Fans 'The Big Game' Commercials Immediately After They Air On NBC

During Football's Biggest Night, Users Can Log Onto [Www.Spike.Com/Superbowl](http://www.spike.com/superbowl) To Vote For The Best Ads As They Are Broadcast Live And Watch Seven Years Worth Of Super Bowl Commercials

NEW YORK, Jan. 28 -- SPIKE.com moves the chains during this year's "Big Game" with the live "Commercial Bowl" 2009! SPIKE.com will, for the eighth consecutive year, serve as the premiere destination for advertisements from football's biggest night. "Commercial Bowl" 2009 (<http://www.spike.com/superbowl>) will offer fans the commercials almost immediately after they air on NBC and allow the users to vote online for best ads during the live broadcast.

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

Throughout this year's Big Game, SPIKE.com "Commercial Bowl" 2009, editors will be live blogging and allowing users to voice their selection for the best advertisements. SPIKE.com will also feature their picks for The Top 10 Funniest Super Bowl Commercials as well as the Top 10 Sexiest Super Bowl Commercials, both sure to provoke users' memories and feedback.

Users are also invited to peruse the vast library of football's Biggest Game ads compiled from 2002-2008. Seven 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.com (formerly iFilm.com) was one the first Web sites to ever post commercials in real time from the Super Bowl.

SPIKE.com "Commercial Bowl" 2009 is sponsored by Oreo.

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

CONTACT:

Salil Gulati, +1-212-767-8705

salil.gulati@mtvstaff.com

or

Aileen Budow, +1-212-767-3952

aileen.budow@spiketv.com

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