



**LITTON ENTERTAINMENT TO DISTRIBUTE
PAIR OF ICONIC SERIES FROM MTV**

***CRIBS* and *PIMP MY RIDE*
Available for New Audiences Fall 2008**

Litton Entertainment announced today that they are distributing two iconic series from MTV available to stations for fall 2008. The series—*Cribs* and *Pimp My Ride*—have been runaway successes for MTV, drawing audiences week after week and even bringing new vocabulary to homes across America!

“This programming is at the center of popular culture and has become part of the American vernacular,” said Dave Morgan, President and CEO of Litton. “Millions loved these series on MTV and now this wider theater will bring in millions more viewers who have never been able to see these shows.”

Offering exclusive, in-depth access, *Cribs* updates the *Lifestyles of the Rich and Famous* concept and brings fans up close and personal looks inside their favorite celebrity homes. Each sizzling season offers tours of lavish bedrooms, million dollar pools, Lamborghini and Rolls Royce collections, and diva-sized closets. From Pamela Anderson to Shaquille O’Neal, from Ludacris to Mariah Carey, from Wayne Newton to Sir Richard Branson, *Cribs* lets you see how the other half really lives.

Pimp My Ride offers extreme makeovers on four wheels. Rap superstar and car enthusiast Xzibit and car customization specialist Mad Mike take aim at the biggest clunkers on the road, transforming them in the course of one episode into fly wheels. Joining them for a new spin on car customization is Galpin Auto Sports (GAS). Together Xzibit, Mad Mike and the crew at GAS create unheard-of, pimped-out masterpieces.

About Litton Entertainment

Litton Entertainment, the preeminent independent distributor in the television industry, has been producing and distributing quality programming for twenty years. Programs include *Jack Hanna's Animal Adventures*, *Baywatch*, *Storm Stories*, *Date My Mom*, *NASCAR Angels*, *Animal Exploration with Jarod Miller*, *BusinessWeek Weekend*, and theatrical films. Litton News Services include *Good Housekeeping Reports*, *BusinessWeek Reports from Wall Street*, *Standard & Poors Customized Reports*, and *Consumer Reports*. For more information, visit www.litton.tv.

About MTV Networks

MTV Networks, a unit of Viacom (NYSE: VIA, VIA.B), is one of the world's leading creators of programming and content across all media platforms. MTV Networks, with more than 120 channels worldwide, owns and operates the following television programming services – MTV: MUSIC TELEVISION, MTV2, VH1, mtvU, NICKELODEON, NICK at NITE, COMEDY CENTRAL, TV LAND, SPIKE TV, CMT, NOGGIN, VH1 CLASSIC, LOGO, MTVN INTERNATIONAL and THE DIGITAL SUITE FROM MTV NETWORKS, a package of 13 digital services, with all of these networks trademarks of MTV Networks. MTV Networks connects with its audiences through its robust consumer products businesses and its more than 100 interactive properties worldwide, including online, broadband, wireless and interactive television services and also has licensing agreements, joint ventures, and syndication deals whereby all of its programming services can be seen worldwide.

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