



OLIVIA VARIETY SPECIAL TO SET SAIL ON LOGO

Elvira Kurt to host spring 2007 show featuring Indigo Girls and other entertainers

New York, NY – January 16, 2007 -- Logo, a division of Viacom's (NYSE: VIA, VIA.B) MTV Networks (MTVN), announced today the greenlight of *Cruising the Caribbean with Olivia*, a one-hour variety special filmed aboard an Olivia Caribbean cruise. Olivia is the leading lesbian lifestyle company that specializes in offering travel experiences.

Cruising the Caribbean with Olivia will be hosted by *First Comes Love's* Elvira Kurt and include performances from the Indigo Girls and comedienne Karen Williams, Suzanne Westenhoefer and Vickie Shaw. Airing in spring 2007, the show will include special digital features and news at LOGOonline.com and AfterEllen.com. The show will be produced by Rick Scott of Autonomy Productions.

"An Olivia cruise provides a very recognizable and powerful backdrop for our first-ever lesbian-themed variety show," said Lisa Sherman, Senior Vice President and General Manager, Logo. "Presenting some of the most well-known and popular lesbian entertainers on one show will continue to cement Logo's role as the leading source of entertainment for our audience."

"Entertainment and building community has always been core to the Olivia experience and a key component of how Olivia differentiates itself and adds value to our customers," said Amy Errett, CEO of Olivia. "Partnering with Logo on the Olivia Variety Special is an exciting way to extend the Olivia experience beyond the ship."

Cruising the Caribbean with Olivia is an important part of Logo's rich slate of 2007 lesbian-themed programming, including the comedy *Exes and Ohs* about a group of lesbian friends, *Curl Girls*, a reality series that follows six lesbian surfers on the waves and at home on the shore and *Bad Girls*, an acquired BBC series about a women's' prison making its United States debut on Logo in February.

ABOUT LOGO

Logo is the ad-supported network targeting lesbian, gay, bisexual and transgender (LGBT) viewers, launched by MTV Networks. The network launched June 30, 2005 with more than one thousand hours of content and has approximately 20 million subscribers across the United States. Logo provides LGBT audiences with a place where they can see themselves and be themselves through a mix of original and acquired entertainment programming that is authentic, smart and inclusive. Logo joins Viacom's roster of popular and highly targeted cable networks which includes MTV, Comedy Central, BET and Spike TV.

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ABOUT OLIVIA

Olivia is the lifestyle brand focused exclusively on lesbians and delivering premium products and services that connect and celebrate their lives. Originally founded as a record label in 1973, the San Francisco-based company has evolved into the leader in lesbian travel, offering extraordinary vacations for lesbians to some of the world's most exclusive destinations and featuring top entertainers including Lily Tomlin, Whoopi Goldberg, Melissa Etheridge and cast members from Showtime's original hit series, *The L Word*. In addition to travel, Olivia offers an Olivia Visa rewards credit card and in 2007 will be launching www.olivia.com/connect, an online community, content and resource destination for lesbians, Olivia Magazine, a lifestyle magazine for lesbians, Olivia Membership, a program offering special benefits and resources for lesbians, including insurance and financial services, retail discounts, access to entertainment and health and fitness resources, and Olivia Living, an active adult resort retirement community. Visibility and empowerment for lesbians is at the heart of everything Olivia does. It is proud to sponsor top out athletes Sheryl Swoopes and Rosie Jones and support a number of Women's and Lesbian and Gay organizations, donating more than \$450,000 to groups working to empower and transform lives of women and lesbians. For more information on Olivia, visit www.olivia.com.

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 130 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 GameTrailers.com, IFILM, Neopets, Xfire, Y2M, and online, broadband, wireless and interactive television services. MTV Networks also has licensing agreements, joint ventures, and syndication deals whereby all of its programming services can be seen worldwide.

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