



Press/Analyst Contacts
Stefan Offermann
Adobe Systems Incorporated
408-536-4023
sofferma@adobe.com

Matthew Hutchison
MTV Networks Music Group
212-846-8052
Matthew.Hutchison@mtvstaff.com

FOR IMMEDIATE RELEASE

Viacom's MTV Networks and Adobe Showcase Mobile Applications at 3GSM

Adobe and Viacom Deliver Engaging Mobile Experiences Based on FlashCast Technology

BARCELONA, SPAIN — Feb. 12, 2007 — At the 3GSM World Congress, MTV Networks, a unit of Viacom (NYSE: VIA, VIA.B), and Adobe Systems Incorporated (Nasdaq: ADBE) are previewing new mobile media applications featuring exclusive MTV Networks programming and leveraging Adobe® Flash® technology. The innovative mobile media applications, available later this year, will deliver music, comedy and entertainment content from the MTV, VH1, Logo and COMEDY CENTRAL brands directly to handsets that support Adobe FlashCast™.

The new FlashCast channels are the latest example of the ongoing alliance between Adobe and Viacom. Last summer, the two companies announced that Adobe would serve as the preferred technology provider for rich media authoring tools and interactive online video solutions for Viacom's extensive array of television, motion picture and digital properties. In September, a number of new casual games based on such hit franchises as Nickelodeon's "SpongeBob SquarePants" and MTV's "Pimp My Ride" were published as part of the Shockwave Minis launch using Adobe Flash® Lite™ technology. Additionally, several of MTV Networks' broadband channels – including COMEDYCENTRAL.com, MTV.com, VSPOT at VH1.com, LOADED at CMT.com, LogoOnline, and TurboNick at Nick.com – have since standardized on Flash technology to deliver streaming video.

"The MTV, VH1, COMEDY CENTRAL and Logo FlashCast channels that we are jointly demonstrating at 3GSM are indicative of the rich experiences that can be created on the handset when the power of programming meets the power of technology," said Greg Clayman, senior vice president of MTV Networks' Mobile Media. "With FlashCast technology, we're able to create innovative mobile experiences that allow our viewers to connect with the music, comedy and entertainment programming they love."

"Viacom is at the forefront of defining great mobile experiences and we are excited that our partner is choosing Flash to make it happen," said Al Ramadan, senior vice president, Mobile and Device Solutions at Adobe. "The first results of our partnership can be seen in our booth at 3GSM demonstrating our commitment to working closely together in the future to advance the innovation of mobile experiences."

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Adobe's FlashCast is a flexible client-server solution that delivers rich, intuitive mobile data experiences. Building applications with FlashCast technology gives MTV Networks another option to quickly and easily extend the reach of its premium programming to the handset, connecting viewers with their favorite content wherever they are. The MTV FlashCast channel, for instance, features artist interviews, features and breaking stories from MTV News, as well as news for the game community. The VH1 application features the Best Week Ever blog and VH1 news; the Logo channel features its popular NewNowNext blog as well as programming from the recently acquired 365 Gay, After Ellen and After Elton web sites; and the COMEDY CENTRAL FlashCast application features jokes, "Booty Call" pick-up lines, "What's Your Sign" horoscopes and more.

The MTV Networks' FlashCast channels will be on display at Adobe's booth, A50 in Hall 8.

About MTVN Mobile Media

As the world's leading provider of video content for the handset, MTVN publishes more than 600 clips and 30 hours of video per month in the United States alone, across all major carriers and leading MVNOs. Globally, the company has partnerships with nearly 70 carriers and connections with more than one billion subscribers. MTV Networks' Mobile Media delivers a diverse array of video programming, ringtones, graphics and other content from its CMT, COMEDY CENTRAL, Logo, MTV, Nickelodeon, The N, Spike and VH1 brands. MTVN's mobile efforts reflects the company's overarching commitment to developing content for all screens, from television to broadband and wireless, and the company's video programming.

About MTV Networks and Viacom

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, all of these networks trademarks of MTV Networks. MTV Networks connects with its audiences through its robust consumer products businesses and its more than 200 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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