

CBS CORPORATION update

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CBS CORPORATION: RECENT KEY DEVELOPMENTS

CBS CONTINUES TO BE AMERICA'S MOST WATCHED NETWORK



THE EYE HAS THE EYES: Among viewers, in primetime CBS has (Top, l-r): the #1 scripted series & #1 drama (CSI); the #1 comedy (TWO AND A HALF MEN); the #1 new program & #1 new drama (THE MENTALIST), and (at left) the #1 News Magazine (60 MINUTES).

In the 2008/2009 season-to-date (through Week #20 -- 9/22/08 -- 02/08/09), CBS remains the #1 Network, with a primetime schedule that leads the field in HHs, Viewers and A25-54. CBS continues to be the only network up in these measures ver-

sus a year ago -- all the other networks are down. CBS also leads all the other networks in DVR playback. In addition, CBS continues to be the only network up versus a year ago -- all the other networks are down. Among other highlights:

- Among Viewers, **CBS** has the #1 Scripted Series & #1 Drama (CSI); the #1 Comedy (TWO AND A HALF MEN); the #1 new program & #1 new drama (THE MENTALIST), and the #1 News Magazine (60 MINUTES).
- In Viewers, **CBS** is #1 on four nights – Monday, Tuesday, Thursday and Friday (more than all the other networks combined).
- In A18-49 and A25-54, CBS is #1 on three nights (tied for most of any network): Monday, Thursday & Friday.

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- In Viewers, **CBS** has the #1 scripted series on five nights (more than all the other networks combined): Tuesday (NCIS), Wednesday (CRIMINAL MINDS), Thursday, (CSI), Friday (GHOST WHISPERER) & Saturday (CRIMETIME SATURDAY).
- Among Viewers, **CBS** claims four of the season-to-date's Top 10 programs (more than any other network) & 10 of the Top 20 (as many as all the other networks combined).
- LATE SHOW with DAVID LETTERMAN and THE LATE LATE SHOW with CRAIG FERGUSON continue to pace ahead of their year ago season-to-date performances in key categories. (Source: NTI)

MORE TELEVISION NEWS

- **CBS** won its 8th consecutive November sweep in HHs and viewers and sixth straight in A25-54. In the sweep CBS took more nights in HHs (13), viewers (13), A25-54 (12) and A18-49 (11) than any other network, and won all four Thursdays and Fridays in these four key measures. **Also in the sweep...** THE EARLY SHOW was the only network morning news program to post gains or



maintain its audience in HHs, total viewers and all key demographics, compared to the same period last year. ... **CBS Television Distribution** claimed the eight highest rated first-run syndicated shows: (1) WHEEL OF FORTUNE, (2) JEOPARDY!, (3) THE OPRAH WINFREY SHOW, (4) ENTERTAINMENT TONIGHT & JUDGE JUDY, (6) DR. PHIL, (7) INSIDE EDITION and (8) WHEEL OF FORTUNE - WEEKEND. (Source: NTI)

A number of **CBS Television stations** reported local news successes in the November Sweep, including Boston's **WBZ-TV** CBS 4 News at 11:00 PM which for the first time in 15 years won the November ratings race in total viewers, key demos and HHs (Mon-Fri and Mon-Sun). ... In San Francisco, **CBS 5 KPIX-TV** Eyewitness News at 11:00 PM (Mon-Fri) was again #1 among total viewers. The broadcast has consistently ranked as the #1

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CBS REACHES COMPREHENSIVE RETRANSMISSION AND PROGRAM CARRIAGE AGREEMENTS

On Jan. 6, **Time Warner Cable** and **CBS Corporation**



announced comprehensive program carriage agreements under which **Time Warner Cable** has extended retransmission consent for CBS's owned and operated television stations and extended its carriage of SHOWTIME Networks' programming through 2013. In addition, selected CBS and SHOWTIME programming will participate in Time Warner Cable's enhanced video services, including **Start Over** and **Look Back**, as well as extensive video on demand offerings, including primetime programming from CBS. Said CBS Corporation President and CEO **Leslie Moonves**: "We are extremely pleased to have reached this agreement which recognizes the value of our programming to Time Warner Cable and its subscribers. The CBS Television Network and Showtime are an essential component of any meaningful programming lineup. We are pleased that Time Warner Cable and its subscribers will continue to enjoy our programming for many years to come."



And... On Jan. 12, **Verizon** and **CBS Corporation** announced comprehensive, new long-term program carriage agreements which bring new and expanded CBS programming to Verizon's television and wireless customers. Verizon has broadened and extended its rights for retransmission consent for CBS's owned and operated television stations, Network and local video-on-demand for the FiOS TV platform as well as mobile rights for Verizon Wireless' V CAST Video service. Under the new agreement, Verizon has secured Mobile rights for full episodes of several top-rated CBS Entertainment and News programs, including shows from prime time, daytime and the #1 news program, 60 MINUTES. Adding full episodes builds on the CBS content already available to Verizon Wireless V CAST subscribers. Commenting on the Verizon deals Moonves said: "We are extremely pleased to have reached this broad long-term agreement that recognizes the value of our programming. Verizon subscribers will have continued access to the Number One TV network not only through FiOS TV, but also through V CAST on the mobile phone, which enhances our profile on a key emerging platform."

NEW AFFILIATES ANNOUNCED

In October, **CBS** announced the addition of two new affiliates to its Network: **New Vision Television LLC's** station, **KBNZ-LP**, in Bend, OR, the nation's 192nd largest market in the country, and **Lilly Broadcasting's WENY-DT** in Elmira (Corning), NY, the 175th largest market. It is the first time that CBS has affiliates in these markets. KBNZ signed on 10/25/08 and WENY signed on 1/1/09.

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newscast in either HHs and/or the key A25-54 demographic since February 2003 and has won 13 out of the last 16 major sweep periods and 10 out of the last 11 non-Olympic impacted sweep periods. ... In Dallas-Fort Worth **CBS 11 KTVT's** 10:00 PM news cut in half the gap (since Nov. '07) with current late news leader WFAA in A25-54. The broadcast finished #2 in HHs and A25-54, marking the first time KTVT has bested KXAS in the latter measurement since it introduced a 10:00 PM news in 1995. (Source: NSI)



Nina Tassler, President, CBS Entertainment, speaks to the press at WINTER TCA 2009.

- **CBS and Showtime** presented their latest programming plans and strategies to the national media at the **TV Critics Association (TCA) Winter Press Tour** in Universal City, CA. In her opening remarks, CBS Entertainment President **Nina Tassler** made the following points: CBS has had great success in reaching younger viewers via such programs as **SURVIVOR**, **CSI** and the Monday night comedy block, where **THE BIG BANG THEORY** and **HOW I MET YOUR MOTHER** are two of the fastest-growing shows on television. ... CBS has proved that crime shows continue to attract strong viewership, with **THE MENTALIST** the new season's #1 new drama and scripted program. ... CBS hit programming past and present continues to generate tremendous value in the domestic and international syndication marketplace.

JOE IANNIELLO NAMED DEPUTY CHIEF FINANCIAL OFFICER, CBS CORPORATION

In December, **Joe Ianniello** was named CBS's Deputy Chief Financial Officer. Joe, who had previously served as the Senior Vice President, Chief Development Officer and Treasurer for the Company, works with senior management to develop CBS's financial strategy across all operations. He continues to be responsible for worldwide treasury, corporate development -- including mergers & acquisitions -- and risk management. In addition, he oversees CBS's Tax and Information Systems and Technology Departments.



Joe Ianniello



- **CBS News** coverage of the historic 2008 Presidential Campaign was widely recognized for the exceptional quality of its reporting. ... **60 MINUTES'** first post-election interview with President-elect **Barack Obama** and his wife, **Michelle**, attracted the largest audience for a regularly scheduled primetime broadcast through December (25.1 million). It was also the broadcast's largest audience in nearly a decade and best delivery in the key demographics in almost nine years. The Obama interview also posted all-time highs on **CBSNews.com's** **60 MINUTES** Web site. (Source: NTI)

And...

- On Feb. 10, 2009, CBS beat Fox in HH ratings on an "American Idol" Tuesday for the first time since 2/25/03 and with the smallest difference in viewers ever. **THE MENTALIST** posted its largest audience ever and
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CBS's best viewer performance in the time period in 14 years. (Source: NTI)

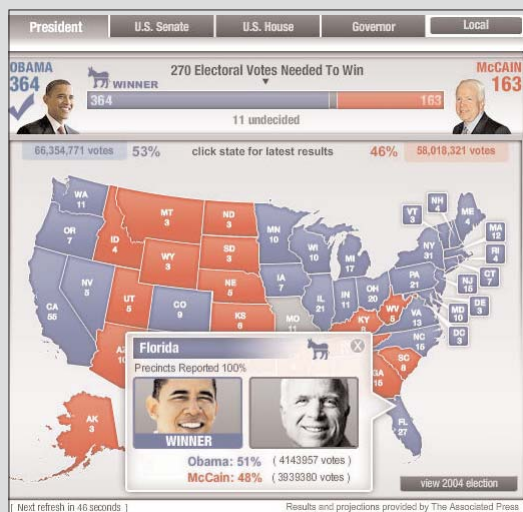
- **CBS's** Feb. 8, 2009 broadcast of the 51st ANNUAL GRAMMY® AWARDS posted across-the-board double digit percentage increases over the prior year's ceremony. For the GRAMMY AWARDS, the Recording Academy®, **CBS Interactive** and the **CBS Television Network** unleashed an aggressive cross-platform campaign, with emphasis on extending the GRAMMY experience beyond the on-air telecast to make it more accessible online to viewers and music lovers. The promotions helped yield impressive results, as the broadcast recorded double digit ratings increases in total viewers and young adult demographics, including a 23% increase among A18-34 over last year's broadcast. (Source: NTI)

- On Jan 28, the first of its kind special primetime edition of the CBS EVENING NEWS with KATIE COURIC was sampled by over six million viewers, placing second in its Wednesday time period (8-8:30 PM) behind "American Idol." (Source: NTI)



- **CBS Sports'** 1/18 coverage of the 2009 **AFC Championship Game** was the highest rated telecast across-the-board among all networks season-to-date (9/22/08-1/18/09), and the most-watched (40.64 million) telecast among all networks-to-date since last year's Super Bowl programming on February 3, 2008. (Source: NTI) ... CBS Sports' college football coverage of the **SEC Championship Game** (Florida-Alabama) on 12/6/08 was the most-watched SEC Championship game ever with an average audience of 15.06 million viewers. The game also earned a national HH rating/share of 9.3/20, the Network's highest rating for a non-Bowl college football game since 1990. ... CBS Sports tipped off its 28th consecutive season of NCAA Basketball action, and teed off its 59th year broadcasting golf, continuing to offer viewers the most comprehensive tournament lineup in the history of network television, including the Masters® (for the 54th straight year).

CBS TV STATION WEB SITES BREAK AUDIENCE RECORDS ON ELECTION DAY!



Capping a historic season of campaign coverage, **CBS Television Station** Web sites broke all single day records on Election Day, with more than 7.7 million page views on Nov. 4, and another 7.5 million page views on Nov 5. Total unique visitors to the CTS Web sites hit almost 900,000 on Election Day, a single day record. The average amount of time spent on site far surpassed all previous records, with the average time spent in the Politics section reaching more than 20 minutes.

Locally, audiences also flocked to the CBS Television Stations Web sites for election information. Voters' Guides that offered comprehensive information on local races and candidates received more than 1.5 million page views. Also attracting viewers to CBS station sites were: real-time election results modules (which included interactive on-air maps created by the CBS Television Stations Digital Media Group); election night live video chats, and streams of the CBS News special coverage, including the **Katie Couric** post-election webcast.

(Source: Hitbox, November 4 & 5, 2008.)



- **CBS College Sports Network** launched on **Verizon FiOS**, and is now available through **Verizon's Extreme HD Service** and the **FiOS TV Sports Package** ... CBS College Sports Network increased carriage on **Comcast** systems in Atlanta, Baltimore, Boston and Minneapolis, moving to Comcast's Digital Classic Level. ... **Bright House Networks** and CBS College Sports Network teamed up

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to begin showing more local college games. CBS College Sports Network moved to Bright House Networks Digital Basic service, making **Conference USA** games, including those involving UCF teams, more widely available to fans. ... CBS College Sports Network officially launched in HD on **Time Warner Cable** in New York City.



- At **CBS Television**

Distribution, freshman talk show hit **THE DOCTORS** was renewed for a second season with clearance in 95% of the country ... Broadcasting rights to **STAR TREK: THE NEXT GENERATION** were sold to stations across the country for Fall 2009. The strip is currently cleared in 83% of the country, including 29 of the top 30 markets. ... Fall 2010 off-network weekend broadcast rights were sold for **NUMB3RS** and **CRIMINAL MINDS** -- with both clearing all top 20 markets nationwide. **NUMB3RS**, the #1 show in its time period on Friday nights with more than 10 million viewers, is currently sold in 90% of the country. ... **CRIMINAL MINDS**, a top 10 primetime program with more than 16 million viewers, was sold in 95% of the country. (Source: NTI) ... CTD sold cable rights to **THE GAME** to **BET Networks**. **THE GAME** is currently in its third season on **The CW** and is the #1 show on broadcasting television among African-American adults 18-34 and African-American women 18-34. (Source: NTI)



- **CBS Paramount International Television** licensed

The CW's 90210 to **Channel 4** in the United Kingdom. 90210 is now currently under license in over 170 markets -- including Canada, Australia, the Middle East, Latin America, Asia, France, Germany, Spain and Italy. ... **The ProSiebenSat.1 Group** extended its licensing agreement in a volume deal that assures access to many popular TV series, miniseries and TV movies in the coming years. ... CBS Paramount International Television's International Press Junket in Los Angeles drew journalists from over 25 countries. The event featured set visits and interviews with the stars of **CBS's CSI: CRIME SCENE INVESTIGATION**, **CSI: NY**, **CSI: MIAMI** and **NCIS**, **The CW's 90210** and **Showtime's DEXTER**.

CBS IS THE FIRST ADVERTISER TO APPEAR IN THE NEW YORK TIMES'S NEW FRONT PAGE ADS



- On January 5, CBS became the first advertiser to appear in a front page ad in The New York Times, the largest seven-day newspaper in the United States. Additional ads from CBS will appear on this high profile promotional platform through 2009.



- Subscriber growth for all **Showtime Channels (Showtime, The Movie Channel & Flix)** contin-

ued in the Fourth Quarter. **Showtime** subscribers grew .3MM in 4Q '08 to 16.46M. **TMC** subscribers grew from 17.2M as of 9/30/08 to 17.4M as of 12/31/08. **Flix** grew .5MM to 24.9M at 12/31/08. Total subscribers now exceed 58 million.

- **SHOWTIME** entered into an exclusive output agreement to air up to 42 of **Summit Entertainment's** films to be theatrically released between 2008 and 2012. The agreement includes the box office hit "**Twilight**" (starring **Kristen Stewart & Robert Pattinson**) and future installments in the newly-minted franchise. ... **SHOWTIME** picked up the 3rd season of the *Golden Globe* and *Emmy Award*-winning comedy series **CALIFORNICATION** starring *Golden Globe Award*-winner and executive producer **David Duchovny**. ... On the heels of its ratings and critical success, **UNITED STATES OF TARA** was renewed for a second season with the team of executive producer **Steven Spielberg**, creator **Diablo Cody** and starring *Academy Award*-nominated actress **Toni Collette**. ... Showtime Networks Inc. and World Championship Mixed Martial Arts (MMA) event producer **Strikeforce** joined forces to create an all-new series of MMA events that will air live on **SHOWTIME®** as part of the Networks' Sports franchise.

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● At **CBS Television Stations** veteran broadcaster **Patrick McClenahan** was promoted to President and General Manager of CBS-owned stations **KCBS-TV** and **KCAL-TV** Los Angeles. He had previously served as Senior Vice President and Station Manager since KCBS and KCAL became the largest duopoly in the nation in May 2002. **Kevin Walsh** was named Vice President and General Manager of CBS's Sacramento's duopoly **KOVR-TV (CBS 13)** and **KMAX-TV (CW 31)**. He had served as Vice President and Director of Sales for CBS 13 and CW 31 since March 2007. ... **Jeff Kiernan** was named Vice President and News Director, **WBBM-TV** Chicago. Kiernan, who is a Chicago area native, had been the News Director for CBS's Boston stations **WBZ-TV** and **TV38** since September 2007. Under his leadership, WBZ-TV's 11:00 PM newscast rose to first place and delivered across-the-board ratings growth. Prior to joining the Boston duopoly, Kiernan spent four years as the News Director at **WCCO-TV**, the CBS-owned station in Minneapolis/St. Paul. ... **John Verrilli** was named News Director for Boston's WBZ-TV and TV38. He had been News Director at **KDKA-TV** and **WPCW-TV** Pittsburgh, where he played the key role in revitalizing KDKA and leading the station's newscasts to first place, both in overall viewership and the key sales demos. He also previously served as Managing Editor at **WCBS-TV** in New York.

● In 2008, the **CBS Television Stations** Web sites generated 1.2 billion page views, which was up 43% from 2007. In January 2009, the CBS Television Stations' sites (13 stations) delivered more than 120 million page views, which was up 26% from Jan. '08. **WCBSTV.com** led the group in January with nearly 24 million page views -- up 37% from Jan. '08. Nine stations' sites showed growth year-to-year in Jan. '09: **WCBS, KCBS/KCAL, WBBM, WBZ, WCCO, WFOR, KCNC, KDKA** and **WJZ**. **WCBS, KDKA** and **WJZ** all set page view records for their stations. (Source: Hitbox)

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EYE ON THE CW



THE CW: THE ONLY NETWORK SCORING YEAR-TO-YEAR GAINS WITH YOUNG WOMEN:

This season, **The CW Network** has successfully honed its focus to target young women. By improving key nights, The CW is the only network posting year-to-year growth with women 18-34 (+8%).

● **On Monday:** This Fall, with **GOSSIP GIRL** and **ONE TREE HILL**, **The CW** was Monday's #1 Network among young women, beating all network competition. **GOSSIP GIRL** and **ONE TREE HILL** have dramatically improved The CW's Monday, with year-to-year gains of 133% in women 18-34 and 111% in A18-34.

● **On Tuesday:** Since premiering on Sept. 2, The CW's Tuesday, which includes freshman hit **90210**, has scored year-to-year gains of 19% in W18-34.

● **On Wednesday:** Completing its 11th cycle, **AMERICA'S NEXT TOP MODEL** consistently ranked #1 in its time period with The CW's target young female audience. (Source: NTI)

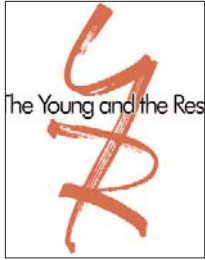
THE CW GAINS ADDITIONAL VIEWERS THROUGH DVR USAGE:

This season, **The CW Network** scored the highest percentage increase in viewership of any network from DVR usage with its young audience. The CW's ratings increased an additional 32% among young female viewers with DVR usage (up to 7 days time-shifted viewing). When all DVR playback is factored in, The CW's top-rated series, including **90210** (+54%), **AMERICA'S NEXT TOP MODEL** (+47%) and **GOSSIP GIRL** (+36%), delivered the Network's largest viewership increases with young women. (Source: NTI)

THE CW CONTINUES TO PROVIDE ADVERTISERS WITH INNOVATIVE BRAND AND PROGRAMMING INTEGRATIONS:

The CW has been working with such advertisers as **Kmart** (Kmart Countdown to Christmas), **Honda** (Honda Fit Giveaway), Fox's "Australia" and "Bride Wars," **McDonald's** (cwtv.com), **Johnson & Johnson** and **StateFarm** (90210), **Procter & Gamble** (**AMERICA'S NEXT TOP MODEL**, 90210) and **Verizon** (**GOSSIP GIRL**), to help reach the network's young female audience.

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TELEVISION MILESTONES IN THE QUARTER:

THE YOUNG AND THE RESTLESS marked an unprecedented 20 years as daytime's

#1 drama. ... CBS News SUNDAY MORNING celebrated its 30th anniversary. ... CSI: MIAMI notched its 150th episode and CSI:NY posted its 100th episode. ... CBS Television Distribution's WHEEL OF FORTUNE marked its 5,000th episode. ... INSIDE EDITION celebrated its 20th anniversary In the week ending Nov. 30, THE OPRAH WINFREY SHOW was the #1 talk show in syndication for the 500th week in a row. (Source: Nielsen)

INTERACTIVE



- CBS is now a Top 10 Internet property worldwide and #1 among

broadcast network companies. (Source: comScore Worldwide, Dec.'08).



- An ongoing customer survey commissioned by CBS and conducted by

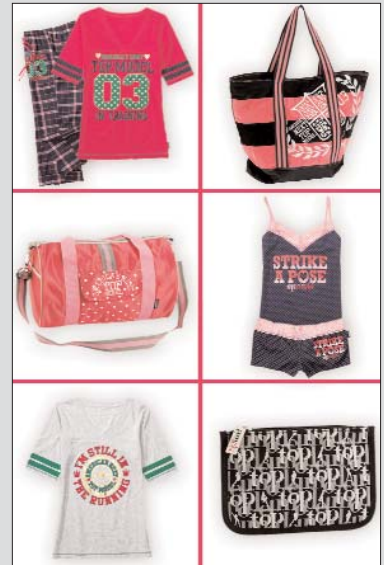
Magid Media Labs, found that the vast majority (83%) of more than 71,000 people polled across the **CBS Audience Network** of over 300 sites say they were very satisfied with their online experience. The Magid Study also showed that CBS reaches a younger demographic online than on air; that a typical advertisement on the CBS Audience Network receives a 33% rise in brand awareness, and viewers indicate a 26% lift in intent to purchase. Reporting on these results *Adweek* wrote in its Oct. 31, 2008 edition: "Unlike its rivals, CBS has taken a more distributed approach to its content assets. ... It created the CBS Audience Network, which distributes content across 300-plus properties and services, from established

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EYE ON CONSUMER PRODUCTS AND CBS HOME ENTERTAINMENT

CBS CONSUMER PRODUCTS

CBS Consumer Products has launched at Wal-Mart Stores an exclusive clothing and accessories line based on The CW's hit AMERICA'S NEXT TOP MODEL. The line includes clothing, bags, hats, fragrances and room décor designed for juniors and young women. Products are already in select **Wal-Mart** stores now and are available at walmart.com.



And ...

- CBS Consumer Products is recognized by **License Global** magazine in its "Best of 2008": 90210 for "Best Comeback Entertainment Property" and AMERICA'S NEXT TOP MODEL at **Wal-Mart** for the "Best Direct-to-Retail Deal."
- Six new international licensing agents are appointed to build upon their merchandising programs in Scandinavia, Asia, the Middle East, Benelux, Eastern Europe and Russia.

CBS HOME ENTERTAINMENT

- First week sales of THE TUDORS SEASON 2 DVD, which debuted the first week of January 2009, propelled it to #10 on the top 10 DVD sales of the week, a feat rarely achieved by TV show DVDs.
- The first-ever 60 MINUTES branded DVD, "Obama: All Access - Barack Obama's Road to the White House," was released in the first week of February 2009. The DVD includes nearly four hours of 60 MINUTES coverage, as well as major speeches, including Obama's inaugural address.

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portals to widget companies." [Adweek](#) also pointed out that "CBS has also bulked up its Internet assets over the past two years, in large part through acquisitions. Most purchases were properties that attract younger visitors, including Last.fm and CNET Networks."



- In Dec. '08, [CBS.com](#) posted significant growth across all metrics, making it the fastest growing broadcast network Web site and #1 (tied with ABC.com) among all broadcast network sites in unique viewers (a 303% year-over-year increase). In addition, the site notched a 1,528% year-over-year increase in streams and a 2,747% year-over-year increase in minutes spent on the site. CBS Interactive's leadership position among its network peers mirrors the success at CBS Television, which is the most-watched network in prime time, as well as the leader in key demographic rating categories. (Source: Nielsen Online).



- [Last.fm](#) achieved triple digit U.S. growth across all key metrics year-over-year (Dec. 07-Dec. 08), including unique visitors (204%), site visits (+147%), page views (+219%) and total minutes (+141%) spent on the site. (Source: Nielsen Online). Numerous improvements to the site over the past year contributed to the impressive growth, along with new offerings -- the most notable being Last.fm's "Free On Demand" service, which made the site the first online music destination to offer users free, global, on-demand access to the largest free online streaming music service. ... In a move that marked Last.fm's latest step in its expansion into the mobile music space, the site announces its launch on the **Android** platform, the first complete, open, and free mobile platform started by a group of more than 30 technology and mobile companies. ... Through a partnership with leading music publication [Billboard](#), Last.fm launched its "Last.fm In A Box" application on the magazine's Web site.

- According Nielsen VideoCensus (January 2009), [TV.com](#) posted a 263% increase in unique viewers, 1,261% increase in streams, and 4,435% increase in minutes. This follows on **Nielsen Online** January data which reported a 19% increase in monthly users, a 26%



increase in visits, and a 43% increase in minutes spent on the site. ... In an initiative that made [TV.com](#) one of the largest distributors of television content, information and community online, the site announced new partnerships with **Endemol USA, Metro Goldwyn Mayer Studios Inc., PBS, SHOWTIME** and **Sony Pictures Television** -- an addition of more than one thousand show episodes in all. This content adds to TV.com's already significant video libraries, which includes approximately 38,000 videos from over 19,000 shows. ... TV.com made available the "TV.com HD Gallery" ([www.tv.com/hd](#)) where premium content video clips and full-length episodes of fans favorite shows can now be found.



- [CNET.com](#) posted significant user increase following its August 2008 redesign. The leading technology review site had another successful year at the annual **Consumer Electronics Show**, reporting a 23% increase in unique users and 56 percent increase in page views over last year's CES coverage. With the support of CBS's integrated television, radio and outdoor assets, CNET was able to extend its reach beyond its established tech-enthusiast audience base, as well as drive traffic back to the show coverage on CNET.com. (Source: CNET Internal Log Data, 1/08 vs. 1/09)

- **CBS** and social entertainment company **EQAL** (loneylgirl15 and KateModern) announced that the upcoming 13- episode mystery event **HARPER'S ISLAND** (set to premiere on CBS on Thursday, April 9, 10:00-11:00 PM, ET/PT) will be a multi-platform social show featuring original Web content that is complementary to the upcoming prime time television show. .. A new eight-webisode series -- **NOVEL ADVENTURES** -- premiered on **CBS.com, TheInsider.com** and **TV.com**.

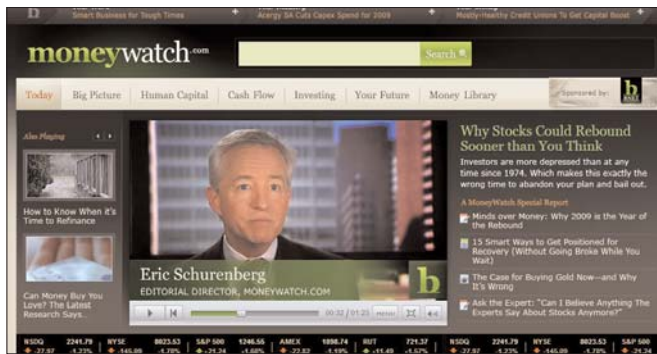


- **CBS Mobile** launched mobile sites for **CNET** ([iphone.cnet.com](#)) and **CHOW** ([mobile.chow.com](#)).

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And...



- **CBS Corporation** announced the Spring 2009 debut of MoneyWatch.com, a new cross-platform property designed to help people make sense of today's economic turmoil and make smarter decisions about their money. For advertisers, MoneyWatch.com offers the opportunity to connect with an engaged, influential audience. The site's content will be integrated throughout CBS Interactive's BNET, affording advertisers the opportunity to tap into the site's audience of business managers and professionals. ...

- **CBSNews.com** launched WASHINGTON UNPLUGGED, a 15-minute weekly webcast Fridays at 2:00 PM, ET. The webcast is hosted by **Bob Schieffer**, CBS News Chief Washington Correspondent and moderator of FACE THE NATION.

Plus... Reflecting CBS's strategy of cross-platform collaboration, leveraging the power and the popularity of its content across as many platforms as possible, the Dec. 3, '08 broadcast of THE VICTORIA'S SECRET FASHION SHOW was promoted, and made available to audiences online and on mobile, as well as on air.

RADIO



- **Adweek** selected **CBS RADIO** and its new online player as one of the top media and marketing innovations of 2008. Noted the prestigious trade publication:

"Reinventing streaming, the player offered all

that consumers expect of the Web, setting a new standard for how the oldest electronic medium can migrate to the newest. The player also served as the cornerstone of two groundbreaking partnerships between CBS Radio and two pure-play Internet radio services, AOL Radio and Yahoo LaunchCast. ... CBS Radio has opened new integrated marketing possibilities."

- **CBS RADIO** signed a definitive agreement with **Clear Channel Communications, Inc.** to swap five mid-size market radio stations for two large market stations, moving forward in its strategy of divesting mid-size market stations to focus on large markets. In the swap, Clear Channel will obtain CBS RADIO's **KBKS-FM (Seattle)**, **WQSR-FM (Baltimore)**, **KXJM-FM** and **KLTH-FM (Portland, OR.)**, and **KQJK-FM (Sacramento, CA.)**. In return, CBS RADIO will acquire **KLLOL-FM (Mega 101.1)** and **KHMX-FM (Mix 96.5)** in Houston, the country's 6th largest radio market: CBS Corporation also signed a definitive agreement to sell three of its owned radio stations in Denver, **KWLI-FM (Country)**, **KIMN-FM (Adult Contemporary)** and **KXKL-FM (Classic Hits)**, to **Wilks Broadcasting**.

- Comparing December 2007 statistics to those of December 2008, **CBS RADIO's** Web sites experienced growth of nearly 30% in the number of unique users. Some of the sites that saw the largest growth included CBS RADIO's popular news stations, as well as a sampling of stations and formats from across the company's vast portfolio. In particular, **KNX-AM** Los Angeles saw a 113% increase from year-to-year, while **KRLD-AM** Dallas rose 133% and **WBBM-AM** Chicago grew its Web site visitors by 104%. Other station sites that saw triple-digit user increases when comparing December 2007 statistics to December 2008 include **WZMX-FM** Hartford, **WCBS-FM** New York and **WPGC-FM** Washington, D.C. ... In related news, December 2008 set a CBS RADIO recorded high for number of unique users, and grew 7% from November to December 2008. (Source: OneStat)

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- In an agreement that united two of the largest online radio providers, **CBS RADIO** announced plans to power **Yahoo! Music's LAUNCHcast**

Radio beginning in early 2009. The relationship combines LAUNCHcast's 150 stations with CBS RADIO's more than 150 stations. CBS RADIO will assume sales responsibility for the entire portfolio. A newly created CBS RADIO player will be integrated into the Yahoo! Music site and, for the first time, LAUNCHcast will be available to **Firefox, Mac** and **Safari** users. In addition, Yahoo! News and Sports will incorporate dedicated CBS RADIO players into their respective sites, featuring a wide range of local and top-rated sports, news and talk stations, including **WFAN (New York), KNX-AM (Los Angeles)** and **WPHT-AM** (Philadelphia).

- **Live Nation** -- which owns, operates or manages more than 110 music venues across North America, drawing more than 28 million music fans annually -- entered into a multi-year agreement with CBS RADIO to produce select radio sponsored concerts in Live Nation venues throughout North America.



- **NewsRadio 1020 KDKA** and a Pittsburgh **Lexus** dealer

announced a partnership that gives the auto seller the naming rights to KDKA's historic Gateway Center studios. Starting March 1, KDKA broadcasts will originate from the "Lexus of North Hills Studios" and this will be noted on-air during hourly station identification. As a result, the Lexus dealer will receive unprecedented exposure to the Pittsburgh radio audience. Notes CBS RADIO Pittsburgh's Director of Sales **Michael Spacciapoli**: *"These types of sponsor relationships will be the core of our business as we move forward and develop marketing campaigns that allow advertisers to become part of the fabric of our radio stations."*

- **CBS RADIO** launched a new radio format in Baltimore -- **Sports Radio 105.7 The Fan** -- marking the first time that Baltimore sports fans can hear sports radio on an FM signal, strong enough to blanket the entire Baltimore listening area. CBS RADIO-owned **ESPN Radio 1300-AM** complements 105.7 FM's local sports coverage. ... **WHFS-AM** in Washington, DC became a News/Talk station... **KRLD-FM**, a new Sports station, debuted in Dallas.



Danny Bonaduce



Michael Smerconish



St. John

- **Danny Bonaduce** returned home to Philadelphia to anchor weekday mornings on **94WYSP** (6:00-10:00 AM). He is also heard online at www.94wysp.com, and continues broadcasting his **KLSX-FM** program in Los Angeles from 2:00-3:00 PM, PT. ... CBS RADIO and **Dial Global** announced the syndication nationwide of "**The Michael Smerconish Program**" and an additional live program hosted by the on-air personality who has been recognized by Radio and Records as "one of the best local talk show hosts in America," and "one of America's most important talk show hosts" by Talkers Magazine. ... In San Francisco, Bay Area radio icon and multiple industry award nominee **St. John** joined **MOVIN 99.7 (KMVQ)** in the weekday 3:00 PM - 7:00 PM slot.

POST NOTE: **Mark Chernoff** was named Vice President of Programming for CBS RADIO's top-ranked New York Market. He takes on this new position in addition to his duties as CBS RADIO's Vice President of Sports Programming and Operations Manager, **Sports Radio 66, WFAN** New York.

(Continued on page 11)

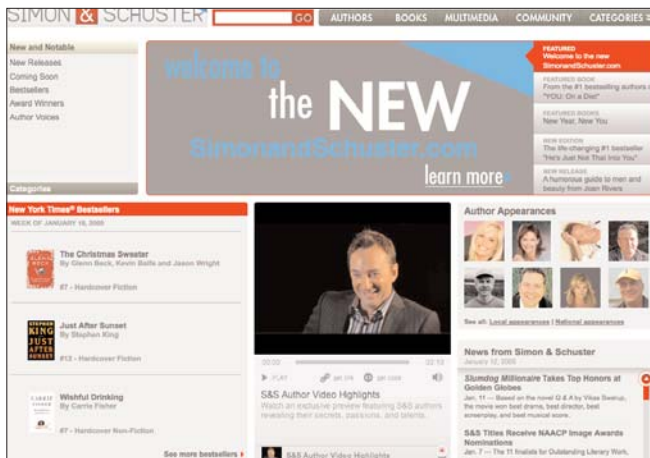
PUBLISHING



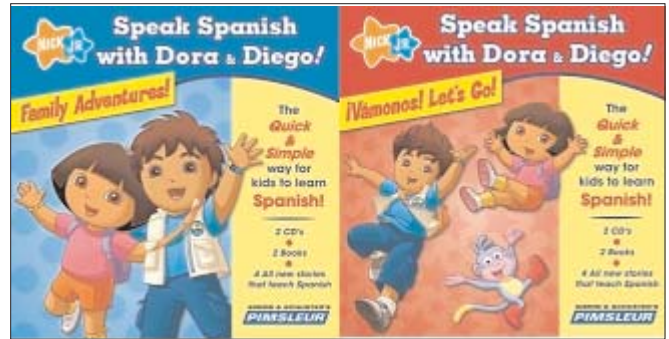
SIMON & SCHUSTER

- For the full year 2008, **Simon & Schuster** imprints posted a company record of 166 **New York Times** bestsellers, with 21 titles reaching the #1 position. ... A number of S&S titles are selected for **Publishers Weekly's** list of Best Books of the Year (2008). The titles are:

Champlain's Dream by **David Hackett Fischer (Simon & Schuster)** in the Nonfiction category; *Bakewise: The Hows and Whys of Successful Baking* by **Shirley O. Corriher (Scribner)** and the *No-Nonsense Guide to Menopause* by **Barbara Seaman and Laura Eldridge (Simon & Schuster)** in the Lifestyle category; *Smash! Crash!* by **Jon Scieszka (Simon & Schuster Books for Young Readers)** in the Children's Picture Books category; *Chains* by **Laurie Halse Anderson (Simon & Schuster Books for Young Readers)** and *Dark Dude* by **Oscar Hijuelos (Atheneum Books for Young Readers)**, both in the Children's Fiction category.

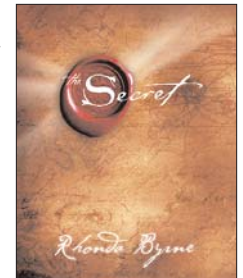


- **Simon & Schuster** launched its new Web site, <http://www.simonandschuster.com/>. The new site provides an up-close, 360° view of S&S authors as personalities, experts and celebrities, and offers visitors more easily accessible information and entertainment about the publisher's authors and books. The site also features information and alerts about national and local author appearances, tools for sharing information on blogs, Web and social networking, and enhanced newsletters, bulletin boards and community functions.



- **Simon and Schuster's Pimsleur** unit and **Viacom's Nickelodeon** cable channel targeting youngsters announced the first Pimsleur Language Learning program for children -- *Speak Spanish with Dora & Diego*. The new program combines Nickelodeon's animated characters Dora the Explorer and her cousin Diego, who have introduced millions of children ages 2-6 to Spanish, with Pimsleur's proven book/audio language learning methods.

- **Atria Books** exceeded seven million copies in print of *The Secret* by **Rhonda Byrne** in North America, while **Simon & Schuster UK** passed the 1 million copies in print milestone in the U.K. In January, *The Secret* celebrated two years on the **New York Times Best Seller list**. **Atria** published *The Secret Daily Teachings* -- a new book by Rhonda Byrne.



- **Stephen King's "N."** -- the groundbreaking original online series from **Scribner, Simon & Schuster Digital, Marvel Entertainment** and **CBS Mobile** -- was viewed

(Continued on page 12)

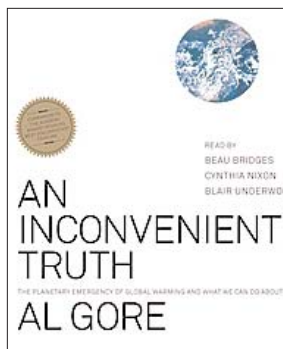
(Publishing, continued from page 11)

more than 1 million times by online viewers, **iTunes** customers and mobile phone users since its July 25, 2008 launch. (Source: S&S Digital)

- **Scribner** acquired world rights to publish First Lady **Laura Bush's** memoir. It will also be available as an audiobook from **Simon & Schuster Audio**. Worldwide English language publication by Scribner and S&S's international companies is planned for 2010. ... **Atria Books** acquired world, serial and audio rights to a deeply personal memoir by actor **Patrick Swayze** and his wife **Lisa Niemi**. ... **Simon Spotlight Entertainment** will publish a book by actor/comedian **George Wendt** ("Cheers") in Fall 2009. ... **Mike Piazza**, a 12-time All Star for the Los Angeles Dodgers and the New York Mets, will write his autobiography for **Simon & Schuster**, with publication anticipated in 2010.

- **S&S Free Press** imprint published *No Limits: The Will to Succeed* by historic *Olympic Gold* medalist, swimmer **Michael Phelps**.

- **Simon & Schuster** partnered with developer **Scrollmotion** to bring eBooks to the **iTunes App** store, available for reading on the **iPhones** and the **iPod Touch**. Among the first wave of books to be released are works by **Stephen King** and best selling teen author **Scott Westerfeld**.



- **Al Gore's** "An Inconvenient Truth" (**Simon & Schuster Audio**) won the *Grammy Award* in the Best Spoken Word category. ... The **American Library Association** named "The Underneath" by **Kathi Appelt** (**Atheneum**) a *Newbery Honor Book* for distinguished contribution to American literature for

children. Numerous other S&S children's books were cited for their literary merit by the ALA.

- **Jon Anderson** was named Executive Vice President and Publisher of **Simon & Schuster's Children's Publishing Division**, one of the leading children's book publishers in the world.

OUTDOOR



- In 2008 large-format LEDs were installed or acquired in major markets (LA, Miami, Detroit, Tampa, Atlanta, Orlando, Hartford). ... Internationally the **London Underground** roll-out is almost complete and includes nearly 1,200 digital escalator panel screens and more than 100 Cross-track projection units now installed and playing content in stations city-wide.



- **CBS Outdoor International** made **Westfield London** (Europe's largest urban city-center shopping destination) one of the first retail destinations to feature exclusively digital advertising throughout its interior. CBS Outdoor's state-of-the-art media includes large-format LED screens, as well as 110 57-inch LCD screens housed within stylish interior-designed pods that present advertised brands via the highest-quality HD image possible. Adding dramatic impact and visibility are three huge screens -- the largest, which is located in Westfield's huge atrium event space, is nearly the same size as a double-decker bus. Part of CBS Outdoor's digital network, the screens are constantly updated to suit the needs of the advertised brand, including the latest in-store promotions, special events or price incentives, as well as a number of time and location specific messaging. **Tiffany & Co**, **Yves-Saint Laurent**, **Mulberry**, **Samsung** and **T-Mobile** are among the launch advertisers taking advantage of CBS Outdoor's cutting edge digital Westfield signage.

(Continued on page 13)

(Outdoor, continued from page 12)



- **CBS Outdoor** launched its first fully networked digital billboard system in Los Angeles -- one of the most in-demand advertising markets in the U.S. The network features five digital billboards strategically positioned in L.A.'s Westside, with locations in Hollywood, Beverly Hills, Century City and Santa Monica. With an eight-second advertising spot, eight different advertisers can run on all five of the boards, reaching millions of Los Angelinos and tourists each day. The sites chosen for the units ensure that the advertiser's message makes an undeniable impact on the upscale commuter traveling from the San Fernando Valley into West LA's entertainment and financial core.

- **CBS Outdoor** acquired new "Wallscape" inventory in Denver's downtown Theatre District. A single piece of printed vinyl that doesn't use paper and paste, it is the largest signage of its kind in the Mile High City.

And... CBS Outdoor Chairman and CEO **Wally Kelly** was elected the 2009-11 Chairman of the **Outdoor Advertising Association of America** (OAAA) Board of Directors, effective May 2009. Kelly, who was inducted into the **Outdoor Hall of Fame** in 2007, has been an outdoor industry executive for nearly three decades.

CBS FILMS



Brendan Fraser ("The Mummy" films, "Crash,") and **Keri Russell** ("Bedtime Stories," "August Rush") signed on to star opposite

Harrison Ford in CBS Films' first production -- THE UNTITLED CROWLEY PROJECT. The film begins principal photography on April 6.

- Award-winning director-producer **Alan Poul** ("Swingtown," "Big Love," "Six Feet Under") will direct **PLAN B**, which is scheduled to be the first. **CBS Films** released to theaters (Jan. 2010). The romantic comedy, starring **Jennifer Lopez**, is slated for release in Jan. 2010. ... **Daniel Barnz**, who wrote and directed "Phoebe in Wonderland" -- which premiered at the 2008 **Sundance Film Festival** and was nominated for the *Grand Jury prize* -- signed on to direct "Beastly" for CBS Films. Barnz also penned the screenplay for the film.

POST NOTES: **David Scott Rubin** was named Executive Vice President, Physical Production. Rubin joins CBS Films from **Lakeshore Entertainment**, where he has served as Executive Producer and Senior Vice President of Physical Production since 2005. ... **Jack Bleck** was appointed Executive Vice President, Business Affairs, overseeing negotiations for project acquisitions, talent deals and other business agreements. Bleck joins CBS Films from **DreamWorks SKG**, where he most recently served as Senior Vice President, Business Affairs. ... **Teri Boggess** was named Senior Vice President, Creative Advertising & Content. She previously served as **Warner Bros. Domestic Marketing's** Vice President of Promotional Programming for over 10 years. ... **Cherie Crane** was named Senior Vice President, Media and Research. As President of **Perspective Consulting** since 2003 she established strategic positioning and oversaw research for a number of clients, including **Disney Interactive, Spotrunner.com, Vivendi Visual Entertainment, Mediavest, Jenny Craig, NARAS** and **NRG**. ... **Maggie Schmidt** was named Senior Vice President of Publicity. She served as Vice President of East Coast Publicity for **Warner Bros. Pictures** where she oversaw national publicity and NY, NJ and CT promotions. #####

CAUTIONARY STATEMENT REGARDING FORWARD-LOOKING STATEMENTS

This newsletter may include "forward-looking statements" within the meaning of section 27A of the Securities Act of 1933 and section 21E of the Securities Exchange Act of 1934. Forward-looking statements inherently involve risks and uncertainties that could cause actual factual results to differ materially from the forward-looking statements. CBS Corporation's news releases and filings with the Securities and Exchange Commission including but not limited to its most recent Form 10-K and Form 10-Qs, contain a description of factors that could affect future results. The forward-looking statements are made only as of the date of this document and we do not undertake to update any forward-looking statements to reflect subsequent events or circumstances.

STATISTICAL INFORMATION

December 2008

CBS Network Time-Period-Winning Programs⁽¹⁾

<i>Amazing Race 14</i>	<i>Ghost Whisperer</i>
<i>Criminal Minds</i>	<i>The Mentalist</i>
<i>CSI</i>	<i>NCIS</i>
<i>CSI: Miami</i>	<i>Numb3rs</i>
<i>CSI: New York</i>	<i>60 Minutes</i>
<i>Eleventh Hour</i>	<i>Survivor: Gabon</i>
<i>Flashpoint</i>	<i>Survivor: Tocantins</i>
<i>48 Hours Mystery</i>	<i>Without a Trace</i>

(1) NTI, Nielsen Media Research. Average audience, "Most Current" ratings. Mon-Sat 8-11p, Sun 7-11p. Time period winning programs are defined as ones which have won 50% or more of their regularly-scheduled airings and are #1 in time period rank among Persons 2+. Time period rank based upon program's season-to-date average from 09/22/08-02/15/09.

TV Production (Network and First-Run)⁽²⁾

New Series In Bold	
<i>Amazing Race (CBS)</i>	<i>Ghost Whisperer (CBS)</i>
<i>America's Next Top Model (CW)</i>	<i>Gossip Girl (CW)</i>
<i>Big Brother (CBS)</i>	<i>Harper's Island (CBS)</i>
<i>The Cleaner (A&E)</i>	<i>Medium (NBC)</i>
<i>Cold Case (CBS)</i>	<i>NCIS (CBS)</i>
<i>Criminal Minds (CBS)</i>	<i>90210 (CW)</i>
<i>CSI (CBS)</i>	<i>Numb3rs (CBS)</i>
<i>CSI: Miami (CBS)</i>	<i>Privileged (CW)</i>
<i>CSI: NY (CBS)</i>	<i>Rules of Engagement (CBS)</i>
<i>Everybody Hates Chris (CW)</i>	<i>Survivor (CBS)</i>
<i>Flashpoint (CBS)</i>	<i>Without a Trace (CBS)</i>
<i>The Game (CW)</i>	<i>Worst Week (CBS)</i>
<i>Gary Unmarried (CBS)</i>	

(2) Represents current shows CBS Corporation produces, owns an equity stake in and/or distributes as of 02/18/09.

First-Run Syndication Programs	
<i>Dr. Phil</i>	<i>Jeopardy! Weekend</i>
<i>The Doctors</i>	<i>Judge Joe Brown</i>
<i>Entertainment Tonight</i>	<i>Judge Judy</i>
<i>Entertainment Tonight Weekend</i>	<i>Maximum Exposure</i>
<i>Inside Edition</i>	<i>Mr. Food</i>
<i>Inside Edition Weekend</i>	<i>The Oprah Winfrey Show</i>
<i>The Insider</i>	<i>Rachael Ray</i>
<i>The Insider Weekend</i>	<i>Wheel of Fortune</i>
<i>Jeopardy!</i>	<i>Wheel of Fortune Weekend</i>

Showtime Networks Subscribers⁽³⁾

(in millions)	4Q '07	4Q '08
Showtime Networks	54.8	58.7

(3) Showtime Networks. Includes Showtime, The Movie Channel, and FLIX.

CBS Radio Revenue Ranking in Top 10 Markets⁽⁴⁾

Market	Rank
New York	No. 1
Los Angeles	No. 2
Chicago	No. 1
San Francisco	No. 3
Dallas	No. 1
Houston	No. 4
Philadelphia	No. 1
Atlanta	No. 2
Washington, D.C.	No. 2
Boston	No. 1

(4) Source: "Year-To-Date Market Total Revenue Performance Summary" for YTD December 2008, per Miller, Kaplan, Arase & Co., LLP.

Simon & Schuster's New York Times Best Sellers⁽⁵⁾

Title	Author	Rank	Weeks on List
Hardcover Nonfiction:			
We Can Have Peace in the Holy Land	Jimmy Carter	7	1
Paperback Trade Fiction:			
Still Alice	Lisa Genova	8	4
The White Tiger	Aravind Adiga	12	16
Paperback Mass-Market Fiction:			
Kiss of a Demon King	Kresley Cole	12	2
Paperback Nonfiction:			
Team of Rivals	Doris Kearns Goodwin	4	27
Infidel	Ayaan Hirsi Ali	19	14
Advice, How-To and Miscellaneous:			
The Secret	Rhonda Byrne	5	108
The Great Depression Ahead	Harry S. Dent, Jr.	7	3
He's Just Not That Into You	Greg Behrendt and Liz Tuccillo	3	4
Children's Picture Books:			
Barack Obama: Son of Promise, Child of Hope	Nikki Grimes	2	16
Change Has Come	Kadir Nelson	3	3
Children's Chapter:			
Identical	Ellen Hopkins	7	14
The Underneath	Kathi Appelt	9	1
Children's Paperback:			
Tweak	Nic Sheff	8	4
Wicked: Witch and Curse	Nancy Holder and Debbie Viguié	9	1
Children's Series:			
Night World	L.J. Smith	9	9

(5) *The New York Times*, 02/15/09

STATISTICAL INFORMATION

December 2008 - Continued

CBS Corporation Major-Market Media Presence as of February 20, 2009 in the Top 25 U.S. Radio Markets

Market and Market Rank ⁽¹⁾	Radio			Television			Outdoor
	Stations	AM/FM	Format	Stations	Type	Network Affiliation	Display Type
New York, NY #1—Radio #1—Television	WCBS	FM	Classic Hits	WCBS-TV	VHF	CBS	Subways, Bulletins, Walls, Malls, Street Furniture
	WCBS	AM	News				
	WFAN	AM	Sports				
	WINS	AM	News				
	WWFS	FM	Adult Contemporary				
WXRK	FM	Rock					
Los Angeles, CA #2—Radio #2—Television	KCBS	FM	Adult Hits ("Jack")	KCAL-TV	VHF	Independent	Bus, Commuter Rail, Bulletins, Walls, Posters, Malls, Street Furniture
	KFWB	AM	News	KCBS-TV	VHF	CBS	
	KLSX	FM	FM Talk				
	KNX	AM	News				
	KROQ	FM	Alternative Rock				
	KRTH	FM	Classic Hits				
	KTWV	FM	Smooth Jazz				
Chicago, IL #3—Radio #3—Television	WBBM	FM	Rhythmic Contemporary Hit Radio	WBBM-TV	VHF	CBS	Bulletins, Posters, Malls, Walls
	WBBM	AM	News				
	WCFS	FM	Adult Contemporary				
	WJMK	FM	Adult Hits ("Jack")				
	WSCR	AM	Sports				
	WUSN	FM	Country				
	WXRT	FM	Adult Album Alternative				
San Francisco, CA #4—Radio #6—Television	KCBS	AM	News	KPIX-TV	VHF	CBS	Bus, Commuter Rail, Bulletins, Walls, Posters, Malls, Street Furniture
	KMVQ	FM	Rhythmic AC	KBCW-TV	UHF	The CW	
	KITS	FM	Alternative Rock				
	KLLC	FM	Hot Adult Contemporary				
	KFRC	AM	Oldies				
	KFRC	FM	News				
Dallas-Fort Worth, TX #5—Radio #5—Television	KLUV	FM	Classic Hits	KTVT-TV	VHF	CBS	Walls, Bulletins, Malls, Street Furniture
	KMVK	FM	Spanish	KTXA-TV	UHF	Independent	
	KJKK	FM	Adult Hits ("Jack")				
	KRLD	AM	News/Talk				
	KRLD	FM	Sports				
	KVIL	FM	Adult Contemporary				
Houston, TX #6—Radio	KKHH	FM	Contemporary Hit Radio				Bulletins, Malls
	KIKK	AM	News				
	KILT	FM	Country				
	KILT	AM	Sports				
Atlanta, GA #7—Radio #8—Television	WAOK	AM	News/Talk	WUPA-TV	UHF	The CW	Bus, Commuter Rail, Bulletins, Posters, Malls, Street Furniture, Subways
	WVEE	FM	Urban				
	WZGC	FM	Adult Album Alternative				
Philadelphia, PA #8—Radio #4—Television	KYW	AM	News	KYW-TV	VHF	CBS	Commuter Rail, Bulletins, Malls, Street Furniture
	WIP	AM	Sports	WPSG-TV	UHF	The CW	
	WOGL	FM	Classic Hits				
	WPHT	AM	News/Talk				
	WYSP	FM	Rock				
Washington, D.C. #9—Radio	WTGB	FM	Classic Rock				Bus, Commuter Rail, Walls, Bulletins, Malls
	WLZL	FM	Spanish-Tropical				
	WJFK	FM	FM Talk				
	WPGC	FM	Urban				
	WHFS	AM	News/Talk				

STATISTICAL INFORMATION

December 2008 - Continued

Market and Market Rank ⁽¹⁾	Radio			Television			Outdoor
	Stations	AM/FM	Format	Stations	Type	Network Affiliation	Display Type
Boston, MA	WBCN	FM	Active/Alternative Rock	WBZ-TV	VHF	CBS	Bulletins, Malls
	WBMX	FM	Hot Adult Contemporary	WSBK-TV	UHF	Independent	
#10—Radio	WBZ	AM	News				
#7—Television	WODS	FM	Classic Hits				
	WZLX	FM	Classic Rock				
Detroit, MI	WXYZ	FM	Sports	WKBD-TV	UHF	The CW	Bus, Bulletins, Posters, Malls
	WOMC	FM	Classic Hits	WWJ-TV	UHF	CBS	
#11—Radio	WVMV	FM	Smooth Jazz				
#11—Television	WWJ	AM	News				
	WXYZ	AM	Sports				
	WYCD	FM	Country				
Miami-Ft. Lauderdale, FL				WFOR-TV	VHF	CBS	Bulletins, Bus, Commuter Rail, Malls, Street Furniture
				WBFS-TV	UHF	MyNetwork TV	
#12—Radio							
#16—Television							
Seattle-Tacoma, WA	*KBKS	FM	Contemporary Hit Radio	KSTW-TV	VHF	The CW	Bulletins, Malls
	KMPS	FM	Country				
#13—Radio	KPTK	AM	News/Talk				
#14—Television	KJAQ	FM	Classic Hits ("Jack")				
	KZOK	FM	Classic Rock				
Puerto Rico							Bulletins, Posters
#14—Radio							
Phoenix, AZ	KOOL	FM	Classic Hits				Bulletins, Posters, Malls, Street Furniture, Walls
	KZON	FM	Rhythmic Contemporary Hit Radio				
#15—Radio	KMLE	FM	Country				
Minneapolis, MN	WCCO	AM	News/Talk	WCCO-TV	VHF	CBS	Bulletins, Posters, Street Furniture
	WLTE	FM	Adult Contemporary	KCCO-TV	Satellite	CBS	
#16—Radio	KZJK	FM	Adult Hits ("Jack")	KCCW-TV	Satellite	CBS	
#15—Television							
San Diego, CA	KSCF	FM	Hot Adult Contemporary				Bulletins, Posters, Malls, Street Furniture
	KYXY	FM	Adult Contemporary				
#17—Radio							
Tampa-St. Petersburg, FL	WLLD	FM	Rhythmic Contemporary Hit Radio	WTOG-TV	UHF	The CW	Bulletins, Malls
	WQYK	FM	Country				
#18—Radio	WQYK	AM	Sports				
#13—Television	WYUU	FM	Spanish				
	WRBQ	FM	Classic Hits				
	WSJT	FM	Smooth Jazz				
Nassau-Suffolk, NY ⁽²⁾							Bulletins
#19—Radio							
St. Louis, MO	KEZK	FM	Adult Contemporary				Bulletins, Posters, Malls
	KMOX	AM	News/Talk				
#20—Radio	KYKY	FM	Hot Adult Contemporary				
Denver, CO	*KWLI	FM	Country	KCNC-TV	VHF	CBS	Street Furniture, Bulletins, Posters, Malls
	*KIMN	FM	Hot Adult Contemporary				
#21—Radio	*KXKL	FM	Classic Hits				
#18—Television							

STATISTICAL INFORMATION

December 2008 - Continued

Market and Market Rank ⁽¹⁾	Radio			Television			Outdoor
	Stations	AM/FM	Format	Stations	Type	Network Affiliation	Display Type
Baltimore, MD	WJZ	AM	Sports	WJZ-TV	VHF	CBS	Bulletins, Subways, Commuter Rail, Street Furniture, Malls
<i>#22—Radio</i>	WJZ	FM	Sports				
<i>#26—Television</i>	WLIF	FM	Adult Contemporary				
	*WQSR	FM	Adult Hits ("Jack")				
	WWMX	FM	Hot Adult Contemporary				
Portland, OR	*KXJM	FM	Contemporary Hit Radio				Bulletins, Malls
	KINK	FM	Adult Album Alternative				
<i>#23—Radio</i>	*KLTH	FM	Classic Hits				
	KUFO	FM	Active Rock				
	KUPL	FM	Country				
	KCMD	AM	Talk				
Pittsburgh, PA	KDKA	AM	News/Talk	KDKA-TV	VHF	CBS	Bulletins, Malls
	WBZW	FM	Contemporary Hit Radio	WPCW-TV	UHF	The CW	
<i>#24—Radio</i>	WDSY	FM	Country				
<i>#23—Television</i>	WZPT	FM	Hot Adult Contemporary				
Charlotte, NC	WSOC	FM	Country				Malls
	WKQC	FM	Adult Contemporary				
<i>#25—Radio</i>	WFNZ	AM	Sports				
	WNKS	FM	Contemporary Hit Radio				
	WPEG	FM	Urban				
	WBAV	FM	Urban Adult				
	WFNA	AM	Sports				

(1) Radio market rank based on Fall 2008 Radio Market Ranking as provided by Arbitron Inc. Television market rank based on Nielsen Media Research Local Market Universe Estimate, September 2008.

(2) Sub-market of New York City. The Company's New York City radio and television stations serve Nassau-Suffolk.

* In December 2008, the Company announced that it had entered into an agreement with Clear Channel Communications, Inc. to swap five of CBS Radio's mid-size market radio stations (KBKS-FM (Seattle), WQSR-FM (Baltimore), KXJM-FM and KLTH-FM (Portland) and KQJK.FM (Sacramento)) for Clear Channel's two large market stations in Houston (KLOL-FM and KHMN-FM). In December 2008, the Company also announced that it had entered into an agreement to sell three of its radio stations in Denver (KWLI-FM, KIMN-FM and KXKL-FM) to Wilks Broadcasting for \$19.5 million, which stations have been operated by Wilks Broadcasting effective January 1, 2009 until the closing of the sale. These radio station transactions are subject to customary closing conditions.

STATISTICAL INFORMATION

December 2008 – Continued

CBS Television Distribution: Off-Network Syndicated Product*

48 Hours	CSI: New York	JAG	Rawhide
60 Minutes	Dexter	The L Word	Sabrina the Teenage Witch
The 4400	Diagnosis Murder	Laverne & Shirley	Seven Days
Andy Griffith	The Division	Little House on the Prairie	Seventh Heaven
The Amazing Race	Everybody Loves Raymond	Love Boat	Showtime Championship Boxing
America's Next Top Model	Everybody Hates Chris	MacGyver	Sister Sister
Any Day Now	Family Ties	Matlock	Sleeper Cell
Barnaby Jones	Frasier	Medium	Soul Food
Becker	The Game	Melrose Place	Star Trek: Deep Space Nine
Beverly Hillbillies	Get Smart	Mission Impossible	Star Trek: Enterprise
Beverly Hills 90210	Ghost Whisperer	Moesha	Star Trek: Next Generation
Bonanza	Girlfriends	Mork & Mindy	Star Trek: Original
Brady Bunch	Gomer Pyle, USMC	My Three Sons	Star Trek: Voyager
Brotherhood	The Guardian	Nash Bridges	Survivor
Caroline in the City	Gunsmoke	NCIS	Taxi
Charmed	Half & Half	Numb3rs	This American Life
Cheers	Happy Days	The Odd Couple	Touched by an Angel
Clueless	Hawaii Five-O	One On One	The Tudors
Combat!	Highlander	The Parkers	Twilight Zone
Criminal Minds	Hogan's Heroes	Penn & Teller	Wild Wild West
CSI: Crime Scene Investigation	Honeymooners	Perry Mason	Wings
CSI: Miami	I Love Lucy	Queer as Folk	

* This is a representative list of CBS Television Distribution product library, which includes more than 70,000 hours of programming.

CBS Interactive

	Global Unique Monthly Visitors ⁽¹⁾	Global Reach ⁽²⁾	Global Rank ⁽³⁾
CBS Interactive Web Sites	226 Million	17.6%	#9

(1) Monthly average of global unique users of Q4 2008, Source: CBS Interactive internal data Q4 2008

(2) Monthly average of global unique users of Q4 2008, Source: comScore Media Metrix WW Monthly Q4 2008.

(3) Ranking based on the comScore figure for CBS Interactive unique monthly visitors of 174.9 million in December 2008.

CBS Interactive Web Sites

BNET
 CBS.com
 CBS News.com
 CBS Sports.com
 CBS CollegeSports/Sportsline.com
 CBS Radio Station Web Sites
 CBS Television Station Web Sites
 CHOW
 CNET
 Gamespot
 TheInsider.com
 Last.fm
 MaxPreps.com
 MoneyWatch.com
 mySimon
 Search.com
 TechRepublic
 TV.com
 UrbanBaby.com
 Wallstrip.com
 ZDNet

CBS Audience Network Distribution Partners

Adobe
 AOL
 Bebo
 Blinkx
 BuddyTV
 Chumby
 Comcast.net
 Fancast
 IMDb
 iWidgets
 Joost
 MeeVee
 MSN
 Netvibes
 Slide
 Sling
 Sony Bravia
 Snap
 TidalTV
 TVGuide.com
 Veoh
 Yahoo!
 YouTube

STATISTICAL INFORMATION

December 2008 – Continued

THE CBS COLLEGE SPORTS NETWORK Online Partners as of December 30, 2008

Colleges/Universities

Adelphi • aupanthers.com
Adrian • adrianbulldogs.com
Air Force • goairforcefalcons.com
UAB • uabsports.com
Alabama • rolltide.com
Alaska-Fairbanks • alaskananoaks.com
American • aueagles.com
Arizona • arizonaathletics.com
Arizona State • theundevils.com
Auburn • auburntigers.com
Baylor • baylorbears.com
Belmont • belmontbruins.com
Bethune-Cookman • bccathletics.com
Boston College • bceagles.com
Boston University • goterriers.com
Bowling Green • bgsufalcons.com
Brown • brownbears.com
Bucknell • bucknellbison.com
Butler • butlersports.com
California • calbears.com
UC Davis • ucdavisaggies.com
UC Irvine • ucirvinesports.com
UCLA • uclabruins.com
UC Santa Barbara • ucsgbauchos.com
Cal State Fullerton • fullertontitans.com
Cal State Northridge • gomatadors.com
Carson-Newman • carsonnewmaneagles.com
UCF • ucfathletics.com
Charlotte • charlotte49ers.com
Cincinnati • gobearcats.com
Clarion • clariongoldeneagles.com
Clemson • clemsontigers.com
Cleveland State • csu vikings.com
Coastal Carolina • goccusports.com • coming soon
Colorado State • csurams.com
Connecticut • uconnhuskies.com • coming soon
Davenport • dupanthers.com
Dayton • daytonflyers.com
Dominican (Ill.) • dustars.com
Duchesne • goduchesne.com
East Carolina • ecupirates.com
Eastern Washington • goeags.com
Elizabeth City • ecsu vikings.com
Emmanuel • goecsaints.com
Endicott • ecgulls.com
Fayetteville State • fsubroncos.com
Florida Atlantic • fausports.com
Florida State • seminoles.com
Fordham • fordhamsports.com
Fresno State • gobulldogs.com
Furman • furmanpaladins.com
George Mason • gmsports.com
George Washington • gwsports.com
Georgetown • guhoyas.com
Georgia Tech • ramblinwreck.com
Gonzaga • gozags.com
Grand Valley State • gvsulakers.com
Holy Cross • goholycross.com
Houston • uhcougars.com
Idaho State • isubengals.com
Illinois • fightingillini.com
Illinois-Chicago • uicflames.com
Illinois State • goredbirds.com
IMG College • coming soon
Indiana • iuhoosiers.com
Indiana (PA) • iupathletics.com
IPFW • gomastodons.com
Iowa • hawkeyesports.com
Jackson State • jsutigers.com
Johns Hopkins • hopkinssports.com
Johnson C. Smith • goldenbullsports.com
Kansas • kuathletics.com
Kennesaw State • ksuwis.com
Kentucky • ukathletics.com
La Salle • goexplorers.com
Lafayette • goleopards.com
Lamar • lamarcardinals.com
Lewis • lewisflyers.com
Long Beach State • longbeachstate.com
Louisiana Tech • latechsports.com
Louisville • uofl sports.com
Loyola (MD) • loyolagreyhounds.com
Loyola Marymount • lmulions.com
Loyola Chicago • loyolaramblers.com
Maine • goblackbears.com
Marist • goredfoxes.com
Marquette • gomarquette.com
Marshall • herdzone.com
Maryland • umterps.com
Maryland-Eastern Shore • umeshawks.com
Massachusetts • umassathletics.com

Massachusetts-Boston • coming soon
Massachusetts-Dartmouth • coming soon
Massachusetts-Lowell • coming soon
MIT • mitathletics.com
Memphis • gotigersgo.com
Metro State • gometrostate.com
Miami (FL) • hurricanesports.com
Miami (OH) • muredhawks.com
Michigan State • msuspartans.com
Mid-America Christian • macuathletics.com
Missouri • mutigers.com
Navy • navysports.com
UNLV • unlvrebels.com
New Mexico • golobos.com
Nicholls State • geauxcolonels.com
North Carolina • tarheelblue.com
North Carolina Central • nccueaglepride.com
Northern Illinois • niuhuskies.com
Northern Iowa • unipanthers.com
Northwestern • nusports.com
Northwestern Ohio • unohracers.com
Notre Dame • und.com
Oakland University (MI) • ougrizzlies.com
Ohio • ohioobcats.com
Oklahoma • soonersports.com
Old Dominion • odusports.com
Oregon State • osubeavers.com • coming soon
Pacific • pacifictigers.com
Penn State • gopsusports.com
Pittsburgh • pittsburghpanthers.com
Providence • friars.com
Purdue • purduesports.com
Rhode Island • gorhody.com
Rice • riceowls.com
Richmond • richmondspiders.com
Sacred Heart • sacredheartpioneers.com
St. Bonaventure • gobonnies.com
St. John's • redstormsports.com
Saint Joseph's • sjuhawks.com
Saint Louis • slubillikens.com
Samford • samfordsports.com
San Diego • usdtoreros.com
San Diego State • goaztecs.com
San Francisco • usfdons.com
Santa Clara • santacalarabroncos.com
Shorter • goshorterhawks.com
Siena • sienasaints.com
South Carolina • gamecocksonline.com
South Carolina-Upstate • upstatespartans.com
Southeast Missouri State • gosoutheast.com
Southern • gojagsports.com
Southern California • usctrojans.com
Southern Illinois • siusalukis.com
SMU • smumustangs.com
Southern Miss • southernmiss.com
Southwestern (TX) • southwestpirates.com
Stanford • gostanford.com
Stephen F. Austin • sfajacks.com
Stony Brook • goseawolves.org
Temple • owlsports.com
Tennessee – utsports.com & utladyvols.com
Texas – texassports.com
Texas-Arlington • utamavs.com
UTEP • utepathletics.com
Texas-Pan American • utpabroncs.com
Texas A&M • aggieathletics.com
Texas A&M International • godustdevils.com
TCU • gofrogs.com
Texas State • txstatebobcats.com
Texas Tech • texastech.com
Tulane • tulaneegreenwave.com
Tulsa • tulsahurricane.com
Upper Iowa • upperiowaathletics.com
Utah • utahutes.com
Utah State • utahstateaggies.com
Utah Valley State • wolferinegreen.com
Vanderbilt • vucommodore.com
Villanova • villanova.com
Wake Forest • wakeforestsports.com
Washington • gohuskies.com
Washington State • wsucougars.com
Wayne State (MI) • wsuathletics.com
West Texas A&M • gobuffsgo.com
Western Carolina • catamountsports.com
Western Washington • wuwikings.com
Winston-Salem State • wssurams.com
Wisconsin-Green Bay • uwgbathletics.com
Wisconsin-Milwaukee • uwmpanthers.com
Wright State • wsuraiders.com
Wyoming • wyomingathletics.com
Xavier • goxavier.com
Yale • yalebulldogs.com

Conferences/Associations

Atlantic Coast Conference • theacc.com
Atlantic-10 Conference • atlantic10.com
Big Ten Conference • bigten.org
Black Coaches & Administrators • bcasports.org
Central Collegiate Hockey Association • ccha.com
Conference USA • conferenceusa.com
Emerald Bowl • emeraldbowl.org
Gauntlet Trophy • gauntlettrophy.com
Great West Football • greatwestfootball.com
Heisman Trophy • heisman.com
Horizon League • horizonleague.org
Mountain Pacific Sports Federation • mpsfsports.com
Mountain West Conference • themwc.com
Naismith Basketball Hall of Fame • hoopball.com
National Association of Basketball Coaches • nabc.com
NACDA • nacda.com
NAIA • naia.org
NCAA • ncaa.com
NIT • nit.org
Ohio Center for Sports Administration • sportsad.ohio.edu
Pacific-10 Conference • pac-10.org
Patriot League • patriotleague.com
Philadelphia Big 5 • philadelphiabig5.org
Sports USA Radio Network • sportsusaradio.com
SWAC • coming soon
Texas vs. The Nation • texasvsthenation.com
West Coast Conference • wccsports.com
Western Collegiate Hockey Association • wcha.com
Wooden Award • woodenaward.com

Affiliates

Alaska Goldpanners • goldpanners.com
American Legion • baseball.legion.org
ASA Softball • asasoftware.com
BYU • byucougars.com
Cal Poly • gopoly.com
Carleton • carleton.edu/athletics
Charleston Southern • csusports.athleticsite.com
Creighton • gocreighton.com
Ferris State • ferris.edu/sports
Florida • gatorzone.com
Lynn • lynn.edu/athletics
Manhattanville • govaliants.com
Michigan • mgoblue.com
North Carolina A&T • ncataggies.com
National Fastpitch Coaches Association • nfca.org
Niagara • purpleeagles.com
National Pro Fast Pitch • profastpitch.com
Philadelphia Force • philadelphiaforce.com
Rutgers • scarletknights.com
USA Softball • usasoftware.com
UT Tyler • uttyler.edu/athletics
Valparaiso • valpo.edu/athletics
Vermont • uvm.edu/athletics
West Virginia • msnsportsnet.com
Youngstown State • ysu.edu/sports/