

CBS CORPORATION update

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CBS CORPORATION: KEY NEWS: JANUARY -- MID-APRIL 2010



To view a video overview of CBS Corporation, go to the CBSCorporation.com web site or click-on <http://tinyurl.com/ygoxfkp>.

**CBS:
BEST POSITIONED FOR IMPROVEMENT**



CBS Corp. (Class B) as of 5/4/2010

CBS has been one of the best-performing media stocks of the past 12 months. Each quarter in 2009 came in better than the prior one. Pacing gains seen throughout 4Q '09 are gathering momentum in 2010, largely due to the strength of the company's world-class content and the improvement in local businesses. (See 2010 financial Results on CBSCorporation.com)



Under the leadership of President and CEO **Leslie Moonves**, **CBS** has navigated its way into the center of a powerful economic shift underway in the media business. Through new sources of high-margin revenue streams, growth in global demand for syndicated content and a growing online presence, CBS is now expanding the monetization of its world-class content and distribution assets, including broadcasting, cable, interactive, publishing, out-of-home advertising and motion pictures.

To more effectively highlight the company's long-term strategy of investing in content businesses and capitalizing on its strong local presence, CBS was realigned in the fourth quarter of 2009 into five operating segments (**Entertainment, Cable Networks, Publishing, Local Broadcasting and Outdoor**). These segments were then aggregated into two groups: the **Content Group** and the **Local Group**.

THE CONTENT GROUP

Reflecting the fact that in a fragmented but socially networked universe, big events and hit programming will be more popular and more relevant than ever, CBS's **Content Group** is comprised of the following segments: **Entertainment, Cable Networks and Publishing**.

ENTERTAINMENT: The Entertainment segment is the largest in the Content Group. It is composed of the **CBS Television Network, CBS Television Studios, CBS Studios International, CBS Television Distribution, CBS Films and CBS Interactive**.



The CBS Television Network: The ongoing strength of the Network was key to the success CBS saw in the first quarter 2010. In primetime, **CBS** continues its leadership position in viewers and is on track to win its seventh season out of the past eight:

In primetime, through week #32 of the 2009-2010 television season (09/21/09 – 05/02/10), CBS ranked #1 in HHS, viewers and A25-54 (tie) and is second in A18-49.

In viewers, CBS is #1 on four nights, more than all other networks combined -- Tue, Thu, Sat. and Sun. CBS also has five of the top 10 programs, as many as all the other networks combined. Plus, the Network has the top six scripted series (NCIS, THE MENTALIST, CSI, NCIS: LOS ANGELES, TWO AND A HALF MEN and THE BIG BANG THEORY); the #1 drama (NCIS), the #1 new drama (NCIS: LOS ANGELES); the top two comedies (TWO AND A HALF MEN and THE BIG BANG THEORY); and the #1 new program of the season (UNDERCOVER BOSS). CBS also has 11 time period winning programs, more than all the other networks combined.

(Source: NTI)

(Continued on page 3)

(CBS Television Network, continued from page 2)

More Eyes to “The Eye” Thanks to DVRs...

Primetime season-to-date (09/21/09 – 04/11/10), CBS gained 1.59 million viewers (+15%) from its Live audience due to DVR playback within seven days. CBS's C3 audience (playback of commercials within 3 days) is +1% (+153,000 greater than its Live program audience). (Source: NPOWER)

CBS Programming highlights: January -- Mid-April, 2010:



PICKED UP FOR NEXT SEASON: Clockwise from top left, THE GOOD WIFE, NCIS: LOS ANGELES, UNDERCOVER BOSS, THE AMAZING RACE (with host Phil Keoghan) and SURVIVOR (with Jeff Probst)

● The season's top three freshman series -- UNDERCOVER BOSS, NCIS: LOS ANGELES and THE GOOD WIFE -- have all been renewed for the 2010-2011 broadcast season, along with the sixth season of HOW I MET YOUR MOTHER. In addition, CBS ordered more editions of the *Emmy Award*-winning reality franchises SURVIVOR (broadcast television's longest-running reality competition series) and THE AMAZING RACE. ... CBS ordered GOT TO DANCE, a new reality-competition series that has been one of the UK's top-rated pay television series this season.

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CBS TELEVISION TENT-POLE EVENTS' RECORD AUDIENCES FOR RATINGS AND PROMOTIONS

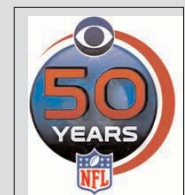
In 2010 to date, CBS has drawn record audiences to its tent-pole events, which have been a boon for Network promotion.



The Network's February 2010 broadcast of **Super Bowl XLIV** was seen by an estimated average of 106.5 million viewers, making it the most-watched

program in television history, eclipsing the finale of M*A*S*H in 1983 (also on CBS). In HH rating/share, the game was also the highest-rated Super Bowl in 14 years. The CBS EVENING NEWS, THE EARLY SHOW and FACE THE NATION all aired live from Miami leading up to the broadcast. CBS took advantage of the Super Bowl to promote its new reality series, UNDERCOVER BOSS, which scored the largest audience ever for a new series following the game -- delivering 38.7 million viewers. It was also the most-watched reality series premiere ever, the biggest new series premiere on television since 1987 and the largest audience for an entertainment program this season -- as well as the best ratings in HHs, A25-54, A18-49 and A18-34. (Source: NTI)

THE NFL ON CBS averaged 17.2 million viewers for its regular-season coverage of the **American Football Conference**, which was the highest number of average viewers for any network's coverage of the AFC in 23 years. ... THE NFL ON CBS's



Jan. 17 broadcast of the AFC Divisional Playoff game (**New York Jets** upsetting the **San Diego Chargers**) ranked as the second most-watched AFC Divisional Playoff game since NFL rights were re-acquired by CBS in 1998.



CBS's exclusive coverage of the **2010 NCAA Division I Men's Basketball Championship** -- the single largest multi-day sporting event in

America -- scored on-air and online. Primetime coverage of the **NCAA Men's Division I Basketball Championship** game on April 5 posted the highest viewer average for the Championship Game in 11 years. The CBSSports.com

(Continued on page 4)

(CBS Television Network, continued from page 2)



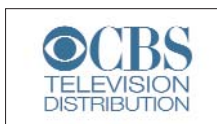
- **CBS Sports** began its 60th year broadcasting golf, continuing to offer viewers the most comprehensive lineup in the history of network television.

And... On March 10, **Drew Carey** marked his 500th episode hosting CBS's *Emmy*-winning game show. ... On March 3, LET'S MAKE A DEAL and host **Wayne Brady** commemorated his 100th episode. On March 23, the *Emmy*-winning Daytime drama THE BOLD AND THE BEAUTIFUL -- the most watched daily drama series in the world -- celebrated its 23rd anniversary.



On April 26 THE EARLY SHOW began broadcasting in high definition. ... **CBS Eye Too Productions** and **CBS Productions** are producing four series

for the **Food Network**: season six of the network's highest-rated series, "The Next Food Network Star," and three additional new series that will air this summer. They are also providing the video for a **Simon & Schuster** e-book called "Nixonland," which will shortly be available for download on the **Apple iPad**. Adding to its many prestigious awards, CBS News won two *Alfred I. duPont-Columbia University Awards* for excellence in broadcast journalism -- the most awarded to any network's news division since 2005.



Television Production and Syndication: CBS Television Studios is the industry's leading supplier of primetime network programming, producing 24 series. The roster of popular and critically acclaimed series includes the phenomenally successful NCIS and CSI franchises and the two highest-rated freshman series of year -- NCIS: LOS ANGELES and THE GOOD WIFE. In addition, the Studio's roster includes MEDIUM for CBS and **The CW's** popular series, 90210.

(Tent-Pole events, continued from page 3)

production of **NCAA March Madness on Demand** complemented the growth of CBS Sports' television ratings. There were over 11.7 million hours of live streaming video and audio recorded (total consumption grew 36%, shattering 2009 figures). In addition, 8.3 million unique visitors visited the MMOD video players, and the redesigned "Boss Button" was clicked 3.94 million times over the course of the Championship -- up 42% from the total clicks during the entire 2009 tournament.



An estimated 46.5 million viewers watched all-or-part of **CBS Sports'** coverage of the

Masters April 10-11. This was the most-watched Masters since 2001 and the third highest of all time. Final-round coverage on Sunday, April 11, which saw **Phil Mickelson** win his third Green Jacket, earned its highest rating in nine years, up 29% from last year. Coverage of the third round on April 10, scored its highest national HH rating/share in nine years, up 26% from 2009. (Source: NTI).... A record 1.3 million unique visitors logged onto "Masters Live" on CBSSports.com during the four days of the Tournament (+103% from 2009). Overall, the site delivered 1.37 million streaming hours of video (+90% from the prior year).

Plus... THE 52ND ANNUAL GRAMMY AWARDS notched the show's best delivery in HHs, viewers, A25-54, A18-49 and A18-34 since 2004. ... THE PEOPLE'S CHOICE AWARDS delivered its best ratings since 2007 in HHs, viewers, A25-54 and A18-49 and its best since 2006 in A18-34. (Source: NTI)

Among scripted series, CBS Television Studios currently claims five of the top 10 positions, including NCIS, NCIS: LOS ANGELES, CSI, CRIMINAL MINDS and THE GOOD WIFE, as well as eight of the top 20.

CBS Television Distribution continues to secure long-term renewals for its successful first-run shows, as well as generate more revenue through strong off-network sales.

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((CBS Television Network, continued from page 4)

Through Mid-April, CBS has eight of the top 10 syndicated shows in HHs:

1. WHEEL OF FORTUNE,
2. JEOPARDY
3. OPRAH WINFREY SHOW
5. JUDGE JUDY
6. ENTERTAINMENT TONIGHT
8. CSI: NEW YORK
9. WHEEL OF FORTUNE WKND
9. INSIDE EDITION/

(Source: Nielsen Media Research)

Key Domestic and International Developments, January 2010 -- Mid-April:



- In April, CBS Television Distribution renewed the top two shows in syndication through 2014 -- WHEEL OF FORTUNE and JEOPARDY!. These new deals take WHEEL OF FORTUNE to its 31st season and JEOPARDY! to its 30th season. ... In January, CTD sold the new syndicated strip, SWIFT JUSTICE WITH NANCY GRACE, in 90% of the country, including all top 50 markets. ... Also sold were the rights to CSI to **USA Network** (with non-exclusive rights to the first 10 seasons beginning in December 2010). ... In February, **Investigation Discovery** acquired repackaged half-hour episodes of 60 MINUTES.

- The introductory segment to the March 10 premiere of The **CW** hit, AMERICA'S NEXT TOP MODEL (Cycle 14), touted the worldwide reach of the franchise which is distributed outside the U.S. by **CBS Studios International**. TOP MODEL is currently under license in 145 markets around the world and has 20 local versions in production.



CBS SPORTS EXTENDS AGREEMENT FOR DIVISION I MEN'S BASKETBALL CHAMPIONSHIP THROUGH 2024



In an agreement that secures **CBS's** standing as the year-round broadcast leader in sports television well into the

next decade, the company announced on April 22 that it had partnered with **Turner Broadcasting** and the **NCAA** in a 14-year agreement to present the **Division I Men's Basketball Championship** beginning in 2011 and running through 2024. Under the terms of the agreement, starting with the 2011 championship, first and second-round games will be shown nationally on **CBS, TBS, TNT** and **truTV**. CBS and Turner will split coverage of the regional semi-final games. CBS will provide coverage of the regional finals, as well as the Final Four, including the National Championship Game through 2015. Beginning in 2016, coverage of the regional finals will be split by CBS and Turner with the Final Four and the National Championship game alternating every year between the CBS Television Network and Turner's TBS. Additionally, CBS Sports and Turner Broadcasting have been licensed and will collaborate on the NCAA's corporate marketing program.

Notes CBS News and Sports President **Sean McManus**:
"In this agreement, we have created a new strategic partnership that not only makes this prestigious property an ongoing core asset in our stable of major television events, but a profitable one as well. We look forward to working with our friends at Turner as together we combine our industry-leading media assets to maximize the value of this great NCAA Championship."

- In February, **Virgin Media** announced that super-model **Elle Macpherson** will be the new host of **BRITAIN'S NEXT TOP MODEL** when it launches its sixth season of the series this spring. ... **TV3** confirmed that **NEW ZEALAND'S NEXT TOP MODEL** will return this year (season 2) ... On March 30, **NCIS: LOS ANGELES** reached new heights in Australia -- 1.31 million viewers, winning its timeslot in key demographics and total

(Continued on page 6)

(CBS Production and Syndication, continued from page 6)

viewers. Along with NCIS, the series airs on **Network Ten Australia**. ... The March 7 Netherlands premiere of NCIS: LOS ANGELES garnered 517,000 viewers, making it the **Veronica TV** network's top program of the night. ... **CBS Studios International's** local version of **CBS Television Distribution's** WHEEL OF FORTUNE on Spain's **Antenna 3** celebrated its 1,000th show on March 26. The program has been on air for the last six seasons and has dominated morning television in its time period for almost two years. ... On April 8, CBS Studios International held a reception attended by all major German broadcasters in celebration of the opening of the CBS Studios office in Munich, Germany. This makes 11 total offices worldwide: Amsterdam, Los Angeles, London, Miami, Munich, New York, Paris, Rome, Sydney, Tokyo and Toronto.



CBS Films: CBS Films is a multifaceted film studio handling the develop-

ment, financing, production and marketing of theatrical motion picture content. CBS Films currently plans to release four to six movies a year spanning all genres.

Key Developments, January 2010 -- Mid-April:

- CBS Films' second motion picture, THE BACK-UP PLAN, starring Jennifer Lopez ("Monster-In-Law," "Maid In Manhattan") and **Alex O'Loughlin** ("Three Rivers," "August Rush"), opened nationwide Friday, April 23. The film was ranked number 2 in box office receipts for the weekend.

UPCOMING FILMS: CBS Films' upcoming slate includes BEASTLY, starring **Vanessa Hudgens** ("High School Musical") and **Alex Pettyfer** ("Wild Child," "Stormbreaker"); and the revenge thriller FASTER, starring **Dwayne Johnson** ("Gridiron Gang," "The Scorpion King," "The Mummy Returns"), **Billy Bob Thornton** ("Eagle Eye," "Bad Santa," "Monster's Ball") and newcomer **Oliver Jackson-Cohen**, alongside **Maggie Grace** ("Taken"), **Moon Bloodgood** ("Terminator Salvation") and **Carla Gugino** ("Watchmen," and "Race To Witch Mountain").

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EYE ON THE CW



The CW's primetime this season was boosted by the strong performances of a combination of new and veteran series.

Freshman hit THE VAMPIRE DIARIES is The CW's #1 show, delivering the best women demographics ever in the network's Thursday 8:00-9:00 PM time period. The pairing of VAMPIRE DIARIES and SUPERNATURAL on Thursday improved the night by double-digit percentages in W18-34 and W18-49. By moving to Friday, original episodes of SMALLVILLE have improved The CW's ratings for the night by double-digit percentages in A18-34 and A18-49. The show ranks #1 in its time period among M18-34. Cycle 14 of AMERICA'S NEXT TOP MODEL, which added new judge and *Vogue* editor **André Leon Talley**, currently ranks #1 in its time period among the network's target of W18-34. (Source: NTI)

And...

- The new mid-season series LIFE UNEXPECTED premiered to The CW's highest total audience in its Monday time period in a year.
- Prior to the debut of LIFE UNEXPECTED, The CW presented a special sneak preview of the show's first 10 minutes on Facebook.
- Early pickups for next season have been given to AMERICA'S NEXT TOP MODEL, THE VAMPIRE DIARIES, SUPERNATURAL, GOSSIP GIRL, 90210 and SMALLVILLE.
- Six pilots are being developed for consideration next season, broadening The CW's creative palette by exploring such genres as action/adventure, thrillers, medical drama and new settings from Wyoming to Thailand.

Strong Online Trends for CW: This season, cwtv.com has seen traffic to the site increase by 7% in unique visitors versus last season, and video views grow by 16% over last season. The Network's popularity continues to surge on social networking sites, including **Facebook**, where the network now has more than 6.8 million registered fans. On **Twitter**, The CW has built up a base of 52,000 followers and is launching a new watch and tweet platform where fans can communicate with each other and the network's stars. (Sources: Omniture, comScore, Facebook and Twitter)



CBS

Interactive:

CBS Interactive is a top 10 Web



property globally and a top five Web property in the U.S. in



terms of unique video viewers. Its portfolio of lead-



ing brands includes [CBS.com](#), the #1 broadcast network site in streaming, minutes and viewers; [CBSsports.com](#),



the #1 sports site in time spent online and the leading provider of live streaming sports video on the



Internet; [CNET](#), the leading tech media Web site; [GameSpot](#), the #1 video game information website;



[TV.com](#), one of the leading destinations for navigating, organizing and enriching the television experience,



maintaining a massive library of over 20,000 television programs; [BNET](#), a top 10 business news site;



[MaxPreps.com](#), the online high school sports leader; [Last.fm](#), a top music discovery and recommendation site; [CBS MoneyWatch](#), which



provides financial information to more than 1 million users each month; [TheInsider.com](#),



delivering Hollywood gossip and news; the food website



[CHOW](#), and the media review site [Metacritic](#).

(Source: CBS Interactive)

Key Developments, January 2010 -- Mid-April:

- In January, **CBS Interactive** announced the creation of a premium in-house ad network that gives marketers a direct way to take advantage of the massive top 10 reach and quality content offered across CBS's sites.

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CBS VIDEO AND AUDIO PROGRAMMING ON APPLE'S NEW IPAD

CBS is offering programming from across its leading content properties for the **Apple iPad** that launched on April 3.

Notes **CBS**

Interactive President

Neil Ashe: "It was

important for us to

have content available

for the iPad at launch,

and it will be important

to continue to develop

new content as the

device goes main-

stream. Doing so is consistent with CBS's larger strategy to

put our content on the best available screen, with the best

available business model. We look forward to improving and

expanding our offerings for iPad in the months to come."

CBS content that is available on the iPad includes:

- Clips from CBS daytime, primetime and late night shows.
- A new custom **Radio.com** App that provides access to **CBS RADIO's** over-the-air, HD multicast and digital-only stations, along with more than 400 stations from leading online radio providers (including 150 plus from Yahoo! Music). Users will be able to intimately interact with over 550 professionally programmed music stations and at least three dozen news, talk and sports stations from across the nation.
- A wide variety of **CNET** video available on **CNET TV** covering technology news, reviews and how-to, including popular shows and first-look reviews of hundreds of technology products -- from smart phones, cell phones and TVs to MP3 players, desktops, laptops and more.
- **Simon & Schuster** was one of just five publishers that had books available for sale in the new **iBooks** store. Consumers can now choose from more than 7,000 S&S titles for this new eReader and multipurpose device.



CBS RADIO's KROQ Los Angeles page on the new iPad.

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(CBS Interactive, continued from page 7)



- In support of CBS's broadcast of THE 52nd ANNUAL GRAMMY AWARDS, the **CBS Interactive Music Group** launched GRAMMY® Radio, a national streaming station dedicated to the artists and songs nominated for the music industry's most prestigious honor. ... The **Interactive Music Group's** popular "Live on Letterman" music series returned with nine-time GRAMMY® Award-winning artist **Mary J. Blige**.

- The most recent data released (March 2010) shows **Last.fm** recorded 7.9 million monthly unique visitors. For the 12 months ending with March 2010, Last.fm's page views averaged 97% year-over-year growth, and time spent on the site saw an average year-over-year growth of 113%. (Source: comScore MediaMetrix) Last FM scrobbled a record 40 billion songs since the site launched more than seven years ago. (Scrobbling technology gathers music listening from across a variety of Web sites and music services, and automatically adds this information to a user's Last.fm profile to aid in the generation of personally tailored music, video and event recommendations.) Via **Last.fm**, users of **Shazam's** globally popular Encore and Shazam Red apps can now create their own radio stations that include additional songs by tagged artists as well as songs from other artists with similar styles and genres.

- With the support of **CBS Television** and **CBS RADIO** stations, **CNET** the official online media partner of **CES**, provided expansive coverage of the show, posting double-digit all-metric percentage increases over last year's coverage. ... Three new webshows were launched: "Tap that App," "CNET Tech Review" and "preGAME."

- **CBS News** and **CBS Mobile** launched the free CBS News Katie Couric application on the **App Store**, giving **iPhone** and **iPod Touch** users a one-



CBS News Katie Couric App

(IPAD, continued from page 7)

- The **CBS library** on **iTunes**, including full-length episodes of popular shows such as **NCIS**, **CSI: CRIME SCENE INVESTIGATION**, **CRIMINAL MINDS**, **MEDIUM**, **SURVIVOR** and many more.

stop destination to keep up with all of Couric's reporting across all CBS News platforms.

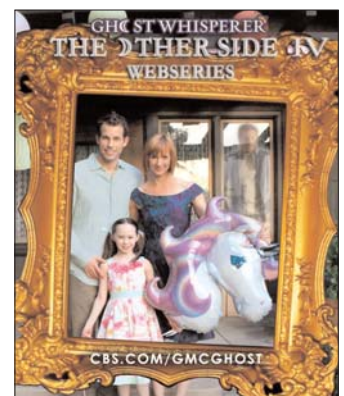
- **CBSSports.com** launched its suite of games for the 2010 Fantasy Baseball season with three CBS Mobile products for the Fantasy Baseball player.

- **MaxPreps.com** became the exclusive sales agent to high schools for **Agile Sports Technologies'** proprietary Internet-based sports video editing system, **Hudl**, now used by 500 high school and college coaches in 43 states.

- In **TV.com's** first major deal for long-form content in Europe, full-length episodes of popular programs from the UK's popular **Five** television network are now available on the **CBS Interactive** site (<http://uk.tv.com>).

- **CBS Mobile** and **GameSpot** launched a GameSpot app for the **iPhone** and **iPod Touch** allowing users to filter content by genre and gaming platform, including **PlayStation 3**, **PC** and **PSP channels**, **Xbox 360**, **Nintendo DS**, **Nintendo Wii** or **iPhone/iPod**. ... **GameSpot** extended its reach to one of the fastest-growing video gaming communities through a partnership with **Univision Interactive Media, Inc**, part of the largest and most comprehensive online network dedicated to U.S. Hispanics.

And... **GHOST WHISPERER: THE OTHER SIDE IV**, the fourth season of the original scripted, award-winning, online companion series to CBS's **GHOST WHISPERER**, began streaming April 12. Sponsored by **GMC Acadia**,



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(CBS Interactive, continued from page 8)

it is one of the Internet's longest-running Web series inspired by a dramatic television series. ...Returning for a second season are **TV.com's** TV IN A FLASH and **CBSSports.com's** SPORTS IN A FLASH, both developed jointly by CBS Interactive, sponsor **AT&T** and media agency, **Mediaedge:cia**. New this season, each series will feature weekly interactive **Twitter** polls that will be accessible online as well as via mobile phones. ... **CBS** and **Sears** partnered in a first-of-its kind national SURVIVOR "Casting Call" online contest, with the winner getting an audition for a spot on an upcoming season of the *Emmy Award*-winning reality series. ... **CBS MoneyWatch** added numerous new bloggers and columnists to the site since its launch in June 2009, including one of America's most trusted personal finance commentators, **Jane Bryant Quinn**.

CABLE NETWORKS: CBS's cable networks are comprised of the premium subscription **Showtime Networks** and **CBS College Sports Network** which is devoted to college athletics.



Showtime Networks' subscriptions totaled 62.7 million as of March 31, 2010, up by 1.4 million from December 31, 2009.

Showtime was the only premium network to significantly grow subscribers in 2009. (Source: SNL Kagan/Internal)



Since the beginning of 2009, **CBS College Sports Network** has experienced a +41% distribution increase, representing 10.3 million additional subscribers. The Network is now seen in approximately 36 million homes and is available to more than 89 million households across the country. (Source: Internal)

Key Developments, January 1, 2010 -- Mid-April:

- **SHOWTIME Programming:** Returning series **NURSE JACKIE** and **UNITED STATES OF TARA** premiered to record ratings and were both picked up for third seasons following their strong debuts. In its final season, **THE TUDORS** delivered series' highs for its fourth



UNITED STATES OF TARA's **Toni Collette (I)** and **NURSE JACKIE's** **Edie Falco**.



season premiere. This summer, the network premieres an exciting slate of new and returning programming, including three series debuts -- **THE BIG C**, **THE REAL L WORD** and **THE**

GREEN ROOM WITH PAUL PROVENZA -- and the premiere of **WEEDS** (season 6) and **PENN & TELLER: BULLSHIT!** (season 8). ... *Emmy* and *Golden Globe*® nominee **Rob Lowe** (*Brothers & Sisters*) and noted film and television star **Carla Gugino** ("*Watchmen*") have been cast for the fourth season of **CALIFORNICATION**, currently in production.

New SHOWTIME Projects Underway: **SHAMELESS**, a one-hour drama starring *Oscar* nominee **William H. Macy**, *Golden Globe* nominee **Emmy Rossum**, and executive produced by *Emmy Award* winner **John Wells** (*ER*) was picked up to series with a 12-episode order. ... **EPISODES**, starring *Emmy* and *Golden Globe* nominee **Matt LeBlanc**, is slated to start production this summer in London. ... **THE BORGHIAS**, a one-hour drama series based on the infamous Italian Renaissance family and starring *Oscar* winner **Jeremy Irons**, begins production in mid-summer. *Emmy Award*-winning actress **Lisa Kudrow** ("*Friends*") joins the growing list of celebrated stars in the **SHOWTIME** line-up with the pick-up of her original online comedy series, **WEB THERAPY**, which recently launched its third season online.

Under an exclusive output agreement with **Disney-ABC Domestic Television**, **SHOWTIME** will air up to 35 of **DreamWorks Studios'** films to be theatrically released between 2010 and 2015. **SHOWTIME** also announced the launch of **SHOWTIME Sports Interactive** -- the first nationwide, high-definition interactive television application using the Enhanced TV Binary Interchange Format, which will be included in the **SHOWTIME HD** feed for select Mixed Martial Arts and boxing telecasts.

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- SHOWTIME continues to engage viewers on every platform – as of April 23, the first three seasons of THE TUDORS were listed in the top 10 television series on iTunes, and the network's Facebook fan pages for original series grew over 30 percent in the quarter, now exceeding three million fans. On Twitter, SHOWTIME launched an integrated campaign for Nurse Jackie's "Doctor Coop" character that launched in late March, where the character's storyline is extended online as he interacts in real-time during the episode with the show's fans.



And...



- Just in time for March Madness, **CBS College Sports Network** increased its distribution on Cablevision by re-positioning from the Sports Tier to **Cablevision's iO TV** digital cable service on channel 143 in standard definition and channel 793 in HD.



- CBS College Sports Network launched nationally on **AT&T Universe TV** on channel 643 and channel 1643 (HD) as part of the AT&T U450 package and the Sports Package.

PUBLISHING:

Simon & Schuster ended 2009 with a total of 164 New York Times bestsellers, including 25 #1 best-sellers, more than in 2008. Major best sellers for S&S in the 1st Quarter of 2010 included **HOUSE RULES** by **Jodi Picoult**,



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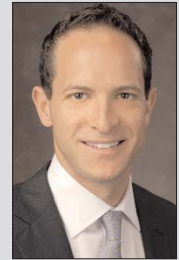
PEOPLE



Tom Shilen

Veteran financial executive **Tom Shilen** joined the **CBS Corporation** as Senior Vice President, Controller and Chief Accounting Officer, reporting to CBS Executive Vice President and CFO **Joe Ianniello**. Tom will be responsible for all of CBS's controllership and financial reporting activities, and will also have oversight of CBS's Legacy Operations and Information Systems and Technology Departments. He has nearly 30 years' experience in accounting and financial controls – the last 18 of which were spent at various Fortune 500 companies, including **Sara Lee Corporation, American Express, Citigroup, General Electric** and **PepsiCo**.

Zander Lurie was named CBS's Senior Vice President of Strategic Development, reporting to **Joe Ianniello**. Lurie, who has been Executive Vice President and Chief Financial Officer of **CBS Interactive** since CBS acquired **CNET Networks** in June 2008, will now serve at the center of CBS's next-generation content initiatives, including oversight of the Company's efforts to explore new revenue opportunities for its world-class content on multiple platforms. He will continue in the role of CBS Interactive's EVP and CFO as the Company looks to name a successor, while overseeing business development at CBS Interactive.



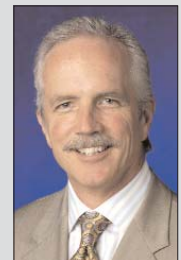
Zander Lurie



Ezra Kucharz

Ezra Kucharz was named President, Local Digital Media, with responsibility for conceiving and executing the Company's local online media strategy utilizing the combined assets and digital operations of CBS's 29 television stations and CBS RADIO's 38 news, sports and talk stations.

At **CBS Television Stations**, **Gary Schneider** was promoted to President and General Manager of **KTVT** and **KTXA**, the CBS-owned duopoly in Dallas-Fort Worth. Schneider, who previously served as Senior Vice President and Station Manager of the duopoly, succeeds **Steve Mauldin**, who was named President and General Manager of **KCBS** and **KCAL** in Los Angeles in December.



Gary Schneider

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(Publishing, continued from page 10)

COURAGE AND CONSEQUENCE by **Karl Rove**, THE SHADOW OF YOUR SMILE by **Mary Higgins Clark**, and LITTLE BEE by **Chris Cleave**.

- **Digital Developments.** In February, S&S launched the **Author Widget**, a digital tool that enables authors, fans, Web sites and bloggers to promote an author's entire catalog of books on their Web site or social networking page, including a "Buy" button that links to online retailers.... Also in February, S&S launched its new business- to-business site <http://www.simonandschuster.biz> dedicated to serving the needs of its industry contacts, from booksellers to authors, agents, media, vendors and distribution clients.

- **Coming Soon: Atheneum Books for Young Readers**, announced the September 2010 publication of "Olivia Goes to Venice," the sixth picture book featuring **Ian Falconer's** popular porcine character "Olivia." ... Film and television star, recording artist, clothing designer and philanthropist **Hilary Duff** has signed a world rights deal with **Simon & Schuster Books for Young Readers** to publish her first young adult fiction series. The first novel, entitled "Elixir," is scheduled for release in October 2010. Duff will also pen a nonfiction title to be published in spring 2012 concerning the challenges faced by children of divorce. ... **Atria Books** has signed worldwide rights to three novels by **F.J. Lennon**, creator of the bestselling "Soul Trapper" iPhone app. The first book in the series, which is believed to be the first-ever novel adapted from an iPhone application, is scheduled for a January 2011 publication. Also at Atria, **Nicolle Wallace**, White House Communications Director under President George W. Bush, will publish her first novel, "Eighteen Acres." ... **Threshold Editions** will publish political talk radio powerhouse and #1 New York Times bestselling author **Laura Ingraham's** "Won By One" in September 2010. ... **Taboo**, member of the six-time *Grammy Award*-winning, multi-platinum-selling group **The Black Eyed Peas**, has signed with **Touchstone** to tell the inspirational story of his rise from the East LA projects to the heights of international fame. The memoir is scheduled to be published in February 2011 prior to the kickoff of the second leg of The Black Eyed Peas' US tour. ... **Gallery Books** has entered into a two-book deal with **Epic Games** and #1

(People, continued from page 10)

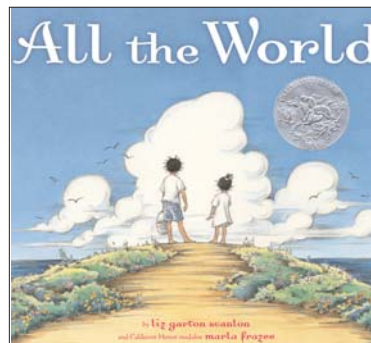


Michele Scaringella

Veteran CBS Corporation finance executive **Michele Scaringella** was named Executive Vice President and Chief Financial Officer, CBS Television Stations. She had served as Senior Vice President, Internal Audit, CBS Corporation, since CBS separated from Viacom in January 2006. **Rick Baran**, who served as Chief Financial Officer, CBS Television Stations, since May 2008, will

remain with the division in the newly created position of Senior Vice President of Operations. In other CTS personnel news, **Mike Wittman**, a 33-year CBS veteran who served as Vice President, Finance, CBS Television Stations, since 2005, has been promoted to Senior Vice President and Controller of the division. In addition to his station group responsibilities, Wittman has also assumed day-to-day oversight of the finance department at **WCBS-TV** in New York.

New York Times bestselling author **Karen Traviss** for original novels based on the groundbreaking military sci-fi action video game series "Gears of War." The third "Gears of War" game is due for release in April 2011 while the fourth book will set the scene for the final game in the blockbuster trilogy. The imprint also plans to publish in spring 2011 "The Permanent Courtship of Sally Wade: The George Carlin Letters," an illustrated memoir by **Wade**, Carlin's wife of ten years. In January 2011, the imprint will publish a book from three-time U.S. National Figure Skating Champion, World Medalist and two-time U.S. Olympian, **Johnny Weir**.



- **Kudos:** In January, Simon & Schuster children's titles received numerous prestigious awards from the **American Library Association**, including a *Caldecott Honor* for "All The World" by **Liz**

Garton Scanlon, a *Coretta Scott King Award* for Illustration for "My People"; photos by **Charles R. Smith**, and a *Michael Printz Honor* for "Monstrumologist" by **Rick Yancey**. ...In March,

(Continued on page 12)

(Publishing, continued from page 11)

Woody Holton's "Abigail Adams" was the recipient of the esteemed *Bancroft Prize*, one of the most coveted honors in the field of American history. ... "Happy Marriage" by **Rafael Yglesias** won the *2009 Los Angeles Times Book Prize in Fiction*, which was awarded in April at the newspaper's Festival of Books.

THE LOCAL GROUP

The **Local Group** is comprised of the local broadcasting segments, which include CBS's 29 owned and operated television stations and 130 radio stations in 29 U.S. markets, as well as the CBS Outdoor out-of-home advertising business. In April, numerous CBS television and radio stations were honored with prestigious *2010 RTNDA Regional Edward R. Murrow Awards*.

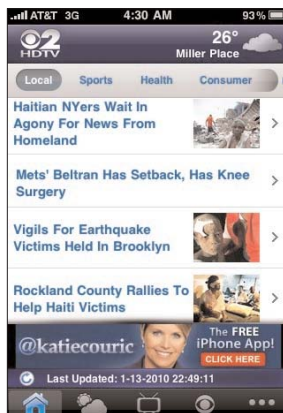


CBS TELEVISION STATIONS: In the first quarter, CBS Television Stations group net revenues were up 29% from the same period last year,

fueled by the auto category, which was up 90%, and the Super Bowl -- the most watched program in television history. Helped by the drawing power of CBS's 10:00 PM programming, most of the group's stations are in first or second place in late news.

Key Developments, January 2010 -- Mid-April:

● **CBS Mobile and CBS Television Stations** launched a stand-alone news app for CBS-owned television stations in 13 markets. Available from the App Store, the free apps for **iPhone** and **iPod Touch** users deliver the latest local news headlines and stories, full length on-demand video, slide shows and **Twitter** updates, plus breaking **CBS News** stories and on-demand video. The applications are an extension of the CBS News app that



The WCBS-TV New York iPhone app

exposes users to the news that matters most to them and extends the CBS brand.



CBS RADIO: Following a successful year of ratings growth in 2009, CBS

RADIO has continued to build its audience through the first quarter of 2010 with more people listening to CBS RADIO's stations in the Top 10 markets nationwide versus the same time last year. According to Arbitron ratings for January-March, CBS RADIO recorded an increase in average weekly cume (Persons 12+) in excess of 1.8 million listeners with the biggest growth seen in New York, Los Angeles, and Chicago. In total, CBS RADIO amassed an audience of 38 million listeners who tuned in to one of the company's stations in the 10 largest radio markets across the country. Improvements in average quarter hour share were also seen in all but one of the Top 10 markets. Markets seeing double digit percentage increases include San Francisco, Dallas, and Houston, followed by New York with an 8% gain. (Source: 2010 Arbitron PPM data including January, February and March monthly surveys, Monday-Sunday 6A-12A)

Key Developments, January 2010 -- Mid-April:

● The **Radio.com App** for iPad was made available on the App Store. The app brings together best-in-class programming from CBS RADIO and its streaming partners, including **Yahoo! Music** among others, with **Last.fm's** proprietary scrobbling technology, artist pages, photo galleries, charts and event listings backed by a community topping more than 40 million monthly users. Users are able to intimately interact with an excess of 550 professionally programmed music stations and at least three dozen news, talk and sports stations nationwide.

● In a first for the industry, and a move that further promotes and distributes the premier programming on CBS



RADIO's portfolio of sports radio stations, "**The FAN Sports Network**" was launched on March 8 as the first four-channel HD radio digital multicast station. **WJFK-FM, 106.7 The Fan** is now offering sports followers in the Washington, D.C. area subscription-free access to CBS RADIO's biggest sports radio stations in the Northeast, including New York's **WFAN (HD3)**, Philadelphia's **WIP (HD4)** and Baltimore's **WJZ-FM (HD2)**,

(CBS RADIO continued from page 12)

- Pittsburgh's first FM sports radio station, **KDKA-FM, The Fan** was launched. In addition to on-air and online, the station can be streamed live on a variety of mobile devices such as the **iPhone, iPod Touch** and **Blackberry**.



- **The Oakland Raiders** announced a multi-year agreement with San Francisco's **LIVE 105 (105.3 KITS-FM)** to broadcast play-by-play coverage of the team's pre-season, regular season and post-season games on-air and in HD quality through HD Radio receivers in the Bay Area. In addition to LIVE 105's coverage, CBS RADIO San Francisco's **KFRC-AM 1550** will simulcast the games. In other LIVE 105 news, the station launched a weekday primetime program (8:00 PM-12:00 Midnight) that puts listeners in control of what songs go on the air.

- Top on-air talent **Stryker** signed a multi-year contract extension with **KROQ** Los Angeles as host of its weekday afternoon drive. He previously hosted afternoons on L.A.'s new **97.1 AMP Radio**. In a related L.A. development, **Michelle Boros** took over 97.1 AMP's midday slot. She previously served as Program Director and afternoon host for XM 20 on 20. ... **Carson Daly** returned to Los Angeles radio as host of morning drive on **97.1 AMP RADIO**. ... **Toucher and Rich**, morning drive personalities on **98.5 The Sports Hub (WBZ-FM)**, signed a multi-year deal to remain on The Sports Hub. ... **92.3 NOW** New York's newest morning host, **Nick Cannon**, debuted "Rollin' With Nick Cannon."

And... Legendary programmer **Jim Ryan** was named Vice President, Adult Contemporary Programming for CBS RADIO with responsibility for the format's 14 stations, in addition to serving as Program Director for **Fresh 102.7** in New York and **Fresh 105.9** in Chicago. ... **Steve Carver** was named Senior Vice President/Market Manager for CBS RADIO's four Cleveland stations (**WDOK-FM, WNCX-FM, WQAL-FM** and **WKRK-FM**).

- The March 8 edition of **Radio Ink** named CBS RADIO Atlanta Senior Vice President/Market Manager **Rick Caffey** one as one of *The Most Influential African Americans In Radio*. **Michael Saunders**, Operations Manager and Program Director of CBS RADIO Washington, D.C., was honored as an up-and-coming African American talent on the magazine's "Ones to Watch" list. **Radio Ink** also named four CBS RADIO leaders to the publication's list of Top Country Programmers. ... **The 2010 Country Radio Broadcasters/Country Aircheck Awards** recognized **WUSN** Chicago as its Major Market Station of the Year, among other honors given to CBS RADIO.



CBS OUTDOOR: CBS Outdoor is a worldwide leader in out-of-home advertising with operations throughout the Americas, including all 50 of the largest DMA's in the U.S., 19 of the 20 largest metropolitan markets in Canada, 45 in Mexico, as well as markets throughout Argentina, Brazil, Chile and Uruguay. Additionally, CBS Outdoor is a major player in the U.K. and has a significant presence in France, the Netherlands, Italy, Spain and Ireland; and has minority interest in China.

Key Developments, January 2010 -- Mid-April



- **CBS Outdoor** is now the premier provider of out-of-home advertising in the New York market, having signed a contract in March with the **Metropolitan Transit Authority (MTA)** for exclusive rights to sell and market Big Apple area bus and rail fleets. Under the deal, Outdoor won display advertising opportunities on 6,100 buses serving the area's five boroughs and Long Island, with over 1.1 million daily riders; the **Long Island Railroad** (New York to Montauk), carrying 265,000 daily riders; and the **Metro North Railroad**, serving Westchester and Connecticut and carrying 200,000 daily riders. In addition, the new contract covers platform displays at more than 240 area railroad stations, including major hubs **Penn Station** and **Grand Central Station**. In total, almost 8 million consumers are now able to see advertising impressions on CBS Outdoor's New York bus, rail, subway and billboard inventory every day.



Passersby watch CBS Outdoor HD 3D Visa ads in New York's Grand Central Station.

- In February, CBS Outdoor unveiled the first out-of-home high definition 3D projection ad campaign on a display in New York's **Grand Central Station**. Using special glasses distributed by CBS Outdoor "ambassadors," the estimated 70,000 commuters that passed by the display each day saw 3D commercial spots complete with audio. CBS Outdoor launched this revolutionary new step in out-of-home advertising with **Visa** for the company's "Go World" commercial.

- An eye-catching digital unit was positioned on the ramp leading to the Lincoln Tunnel -- one of the major crossings leading into New York City, and a route which carries the highest daily traffic volumes in New Jersey. **CBS Outdoor's** number of high-profile digital billboards now totals 70.



- In the **U.K.**, CBS Outdoor has been reappointed to manage the station advertising across all **FirstGroup's** rail franchises -- **First Capital Connect, First Great Western, ScotRail** and **First TransPennine Express**. In addition, CBS Outdoor will also manage the on-train advertising on **ScotRail**. FirstGroup operates one quarter of the U.K. passenger rail network, with a balanced portfolio of intercity, commuter and regional services, carrying over 280 million passengers per annum. CBS Outdoor also manages FirstGroup's bus advertising on approximately 8,500 vehicles operating in more than 40 towns and cities across the U.K., carrying three million passengers every day.

Also in the U.K., CBS Outdoor announced that will transfer out of **Tube Car Panel Operation** to **ISS Facilities Management Ltd** on April 30. Moving to a variable cost structure will allow the company to remain flexible and adaptable to the climate without affecting productivity or quality. The company has undertaken subsequent dialogue with the union **RMT** and **TCP Fixers** to ensure a smooth transition, with minimum disruption and anxiety to the team.

- In the **Republic of Ireland**, CBS Outdoor launched the first Mall Digital formats with 30 DEPs (Digital Escalator Panels) and five LCD screens. The new formats were rolled out in the recently refurbished Square Town Centre in Tallaght, south of Dublin. Advertisers have access to 10-second commercials on all 30 DEPs for two weeks, with similar campaigns available on all five LCD screens. The Square attracts over 1.2 million shoppers every month to its over 65,000 square meters of retail, mall, food and leisure facilities.
- In the **Netherlands**, CBS Outdoor won two billboard concessions in the cities of Amersfoort and Eindhoven. **CBS Outdoor - Netherlands** will now have billboards in eight of the top 30 populated cities within the country.
- In Brazil, **CBS Outdoor** installed a total of 21 billboards in the metropolitan region of Sao Paulo. ... In **Chile**, CBS Outdoor obtained the lease of two strategic points on the side of a very important highway in the city of Costanera Norte (150,000 vehicles daily). ... In **Argentina**, a front-light billboard that exhibits three rotating faces is being installed, as well as six monumental billboards, in a high-traffic corner of Buenos Aires. ... In **Uruguay**, CBS Outdoor and **McDonald's** developed the first interactive outdoor games that allowed children to turn a black-and-white image of **Astroboy** into a colored one and the **McDonald's** logo into a "Happy Meal." ... **CBS Outdoor Canada** launched its new MapStands in time for the Vancouver Olympics. The units are part of a Street Furniture contract with the City of Vancouver. Situated in high tourist areas, they showcased well as a key component of the **McDonalds, GE** and **Coca Cola Olympic** campaigns.
- **CBS Outdoor** converted its **GameStop TV** network to all 4,000 GameStop retail locations, making it the largest national out-of-home digital video network reaching the male 12-34 demographic. (Continued on page 15)

SOCIAL RESPONSIBILITY

As one of the world's great business enterprises, **CBS** takes pride in its role as a socially responsible corporate citizen, not only in the communities where its employees work and live, but in the wider arena where the company operates. From individual staffers to individual business units across the globe, and the company as a whole, CBS has made social responsibility a key business priority in the First Quarter of 2010, as it does in every Quarter.



Screengrab of CBS EVENING NEWS Anchor and Managing Editor Katie Couric comforting a Haitian child while reporting the earthquake disaster. Couric returned to Haiti in April and filed a series of follow-up reports on the country's recovery.

Representative of CBS's efforts and commitment to being a responsible corporate citizen of the world, CBS mounted comprehensive, multi-platform coverage of January's earthquake in Haiti. For a number of days following the disaster, CBS News modified its broadcasts and devoted the majority of its airtime to the crisis, the rescue and the humanitarian efforts. Leading the reporting on the ground was CBS EVENING NEWS Anchor and Managing Editor **Katie Couric** and numerous correspondents. Also contributing were many **CBS Television and Radio stations, CBSNews.com** and **CBS News Operations** working with **CBS News' Foreign and National Desks**.

CBS Cares created public service announcements (PSAs) and **CBS Sports** did announcer drop-ins, urging audiences to contribute to the **Red Cross Disaster Relief Fund**. In addition, the Network ran a PSA featuring **First Lady Michelle Obama** supplied by **The Ad**

Council. CBS Television and Radio stations, CBS Interactive, CBS Outdoor, Simon & Schuster and **CBS Television Distribution's THE DOCTORS** also contributed to the effort.

As a corporation, CBS matched up to \$125,000 of employee contributions for a total of \$250,000 to help those affected by this disaster. Additional funds for Haiti were raised by running PSAs from numerous non-profit aid organizations, as well as from telethons and countless local efforts. CBS Cares also created a special Red Cross Disaster Relief PSA addressing another devastating earthquake, that occurred in Chile. A PSA tag for Chile disaster relief ran during **THE AMAZING RACE**, featuring show host **Phil Keoghan** encouraging viewers to donate to the Red Cross.

And...

- In February, a CBS Cares PSA on women's heart attacks -- featuring NFL Quarterback, **Mark Sanchez** -- ran during Super Bowl XLIV. The PSA, which was seen by over 106 million viewers, featured Sanchez's actual heartbeat and tackled a key reason why heart attacks are the #1 killer of women in the U.S. It was described by many women, including an online women's sports magazine, as their favorite Super Bowl ad. Earthquake relief PSAs also ran in CBS's Super Bowl coverage.



- As part of **National Colorectal Cancer Awareness Month**, **THE EARLY SHOW** co-host **Harry Smith** had a colonoscopy on the March 10 broadcast. In addition, **CBS Cares** initiated and co-wrote "The Colonoscopy Song" with legendary folk singer and social activist, **Peter Yarrow** (Peter, Paul & Mary). The song is a light-hearted track and video that marries humor with serious

(Social Responsibility, continued from page 15)

content to convey that Yarrow's life may have been saved by a colonoscopy. The PSA versions debuted during 60 MINUTES and the song was released by **CBS Records**, with all **iTunes**' proceeds to be donated to **Katie Couric's National Colorectal Cancer Research Alliance**. The song was played or performed in part on nearly 3,000 radio stations, including **CBS Radio** broadcast and digital radio stations, as well as many competitor stations. It was promoted on highway billboards by **CBS Outdoor** and utilized by **CBS Human Resources** to teach CBS employees about the life-saving potential of colon cancer screenings.

Recognizing the power and influence that a media company carries through its various business units -- including Network Programming, Network News, Local Television and Radio Stations, Cable and Publishing -- CBS has been on the forefront of promoting diversity in



The 5th Multicultural Sketch Comedy Showcase.

its workforce, in front of and behind the camera as well as through its many vendors and professional service suppliers.

The fifth year of the CBS Multicultural Sketch Comedy Showcase was held at the El Portal Theatre in North Hollywood on January 21. The event was hosted by **THE BIG BANG THEORY'S Kunal Nayyar**. The showcases are now considered the hottest ticket in town for casting directors, network executives and agents. Over 4,000 actors applied and auditioned but only 12 were selected to perform in the showcase.

As an integral member of **The Academy of Television Arts & Sciences Diversity Committee**, CBS participated in the April 19 Entertainment Career Workshop, providing expertise and guidance on the range of opportunities within the entertainment industry.

As part of CBS's continuing outreach to the Latino community, company executives attended the **National Association of Latino Independent Producers (NALIP)** conference with actor and writer workshops, pitch preparation sessions and panel participation. NALIP is a national membership organization that addresses the professional needs of Latino/Latina independent producers.

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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 and 8-Ks, 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.

For more information about CBS Corporation, see the Company's news releases and filings with the SEC which can be found at www.cbscorporation.com, in the "News" and "Investor Relations" sections, respectively."

STATISTICAL INFORMATION

March 2010

Select sample information for descriptive purposes only

CBS Network Time-Period-Winning Programs ⁽¹⁾

<i>CSI</i>	<i>NCIS: Los Angeles</i>
<i>CSI: Miami</i>	<i>60 Minutes</i>
<i>CSI: New York</i>	<i>Survivor: Heroes and Villains</i>
<i>The Good Wife</i>	<i>Survivor: Samoa</i>
<i>Miami Medical</i>	<i>Undercover Boss</i>
<i>The Mentalist</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 09/21/09-05/02/10.

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. 1
Dallas	No. 1
Houston	No. 2
Philadelphia	No. 1
Atlanta	No. 2
Washington, D.C.	No. 3
Boston	No. 1

(4) Source: "Year-To-Date Market Total Revenue Performance Summary" for YTD March 2010, per Miller, Kaplan, Arase & Co., LLP.

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

<i>Accidentally on Purpose (CBS)</i>	<i>The Good Wife (CBS)</i>
<i>America's Next Top Model (CW)</i>	<i>Gossip Girl (CW)</i>
<i>Big Brother (CBS)</i>	<i>Life UneXpected (CW)</i>
<i>The Bridge (CBS)</i>	<i>Medium (CBS)</i>
<i>Cold Case (CBS)</i>	<i>Melrose Place (CW)</i>
<i>Criminal Minds (CBS)</i>	<i>NCIS (CBS)</i>
<i>CSI (CBS)</i>	<i>NCIS: Los Angeles (CBS)</i>
<i>CSI: Miami (CBS)</i>	<i>90210 (CW)</i>
<i>CSI: NY (CBS)</i>	<i>Num3rs (CBS)</i>
<i>Flashpoint (CBS)</i>	<i>Rules of Engagement (CBS)</i>
<i>Gary Unmarried (CBS)</i>	<i>Survivor (CBS)</i>
<i>Ghost Whisperer (CBS)</i>	<i>Vampire Diaries (CW)</i>

(2) Represents current shows CBS Corporation or its subsidiaries produce, own an equity stake in and/or distribute as of 05/05/10.

First-Run Syndication Programs

Dr. Phil	Jeopardy! Weekend
The Doctors	Judge Joe Brown
Entertainment Tonight	Judge Judy
Entertainment Tonight Weekend	Mr. Food
Inside Edition	The Oprah Winfrey Show
Inside Edition Weekend	Rachael Ray
The Insider	Smash Cuts
The Insider Weekend	Wheel of Fortune
Jeopardy!	Wheel of Fortune Weekend

Showtime Networks Subscriptions ⁽³⁾

(in millions)	1Q '09	1Q '10
Showtime Networks	60.7	62.7

(3) Showtime Networks includes Showtime, The Movie Channel and FLIX. Data as of 03/31/10.

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

Title	Author	Rank	Weeks on List
Hardcover Fiction:			
<i>The Shadow of Your Smile</i>	Mary Higgins Clark	1	1
<i>House Rules</i>	Jodi Picoult	6	7
<i>Wrecked</i>	Carol Higgins Clark	8	1
<i>The Walk</i>	Richard Paul Evans	10	2
Hardcover Nonfiction:			
<i>Courage and Consequence</i>	Karl Rove	8	6
Paperback Trade Fiction:			
<i>Little Bee</i>	Chris Cleave	4	9
<i>The Forgotten Garden</i>	Kate Morton	12	9
<i>The White Queen</i>	Philippa Gregory	16	2
Paperback Mass-Market Fiction:			
<i>Just Take My Heart</i>	Mary Higgins Clark	3	4
Paperback Nonfiction:			
<i>Are You There, Vodka? It's Me, Chelsea</i>	Chelsea Handler	2	16
Advice, How-To and Miscellaneous Hardcover:			
<i>Women Food and God</i>	Geneen Roth	1	5
<i>The Daily Carrot Principle</i>	Adrian Gostick and Chester Elton	6	1
Children's Picture Books:			
<i>LMNO Peas</i>	Keith Baker	10	2
Children's Paperback:			
<i>The Underneath</i>	Kathi Appelt	10	9
Children's Series:			
<i>Fablehaven</i>	Brandon Mull	9	12

(5) The New York Times, 05/02/10

STATISTICAL INFORMATION

March 2010 – Continued

Select sample information for descriptive purposes only

CBS Corporation Major-Market Media Presence in the Top 25 U.S. Radio Markets as of May 5, 2010

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 WCBS WFAN WINS WWFS WXRK	FM AM AM AM FM FM	Classic Hits News Sports News Adult Contemporary Contemporary Hit Radio	WCBS-TV	UHF	CBS	Subways, Bulletins, Walls, Malls, Street Furniture, Digital In-Store Networks, Bus, Commuter Rail
Los Angeles, CA #2—Radio #2—Television	KCBS KFWB ⁽²⁾ KAMP KNX KROQ KRTH KTWV	FM AM FM AM FM FM FM	Adult Hits News/Talk Contemporary Hit Radio News Alternative Rock Classic Hits Smooth Jazz	KCAL-TV KCBS-TV	VHF UHF	Independent CBS	Bus, Commuter Rail, Bulletins, Walls, Posters, Malls, Street Furniture, Digital In-Store Networks
Chicago, IL #3—Radio #3—Television	WBBM WBBM WCFS WJMK WSCR WUSN WXRT	FM AM FM FM AM FM FM	Rhythmic Contemporary Hit Radio News Adult Contemporary Adult Hits Sports Country Adult Album Alternative	WBBM-TV	VHF	CBS	Bulletins, Posters, Malls, Walls, Digital In-Store Networks
San Francisco, CA #4—Radio #6—Television	KCBS KMVQ KITS KLLC KFRC KFRC	AM FM FM FM AM FM	News Contemporary Hits Radio Alternative Rock Hot Adult Contemporary Oldies News	KPIX-TV KBCW-TV	UHF UHF	CBS The CW	Bus, Commuter Rail, Bulletins, Walls, Posters, Malls, Street Furniture, Digital In-Store Networks
Dallas-Fort Worth, TX #5—Radio #5—Television	KLUV KMVK KJKK KRLD KRLD KVIL	FM FM FM AM FM FM	Classic Hits Spanish Adult Hits News/Talk Sports Adult Contemporary	KTVT-TV KTXA-TV	UHF UHF	CBS Independent	Walls, Bulletins, Malls, Street Furniture, Digital In-Store Networks
Houston, TX #6—Radio	KKHH KIKK KILT KILT KLOL KHMX	FM AM FM AM FM FM	Contemporary Hit Radio News/Talk Country Sports Spanish Hot Adult Contemporary				Bulletins, Malls, Digital In-Store Networks
Atlanta, GA #7—Radio #8—Television	WAOK WVEE WZGC	AM FM FM	News/Talk Urban Adult Album Alternative	WUPA-TV	UHF	The CW	Bus, Commuter Rail, Bulletins, Posters, Malls, Street Furniture, Subways, Digital In-Store Networks
Philadelphia, PA #8—Radio #4—Television	KYW WIP WOGL WPHT WYSP	AM AM FM AM FM	News Sports Classic Hits News/Talk Rock	KYW-TV WPSG-TV	UHF UHF	CBS The CW	Commuter Rail, Bulletins, Malls, Street Furniture, Digital In-Store Networks

STATISTICAL INFORMATION

March 2010 – Continued

Select sample information for descriptive purposes only

Market and Market Rank ⁽¹⁾	Radio			Television			Outdoor
	Stations	AM/FM	Format	Stations	Type	Network Affiliation	Display Type
Washington, D.C. #9—Radio	WIAD WLZL WJFK WPGC WHFS	FM FM FM FM AM	Adult Contemporary Spanish Sports Urban News/Talk				Bus, Commuter Rail, Walls, Bulletins, Malls, Digital In-Store Networks
Boston, MA #10—Radio #7—Television	WBZ WBMX WBZ WODS WZLX	FM FM AM FM FM	Sports Hot Adult Contemporary News Classic Hits Classic Rock	WBZ-TV WSBK-TV	UHF UHF	CBS Independent	Bulletins, Malls, Digital In-Store Networks
Detroit, MI #11—Radio #11—Television	WXYZ WOMC WZDH WWJ WXYZ WYCD	FM FM FM AM AM FM	Sports Classic Hits Contemporary Hit Radio News Sports Country	WKBD-TV WWJ-TV	UHF UHF	The CW CBS	Bus, Bulletins, Posters, Malls, Digital In-Store Networks
Miami-Ft. Lauderdale, FL #12—Radio #17—Television				WFOR-TV WBFS-TV	UHF UHF	CBS MyNetworkTV	Bulletins, Bus, Commuter Rail, Malls, Street Furniture, Digital In-Store Networks
Seattle-Tacoma, WA #13—Radio #13—Television	KMPS KPTK KJAQ KZOK	FM AM FM FM	Country News/Talk Classic Hits Classic Rock	KSTW-TV	VHF	The CW	Bulletins, Malls, Digital In-Store Networks
Puerto Rico #14—Radio							Bulletins, Posters
Phoenix, AZ #15—Radio	KOOL KZON KMLE	FM FM FM	Classic Hits Rhythmic Contemporary Hit Radio Country				Commuter Rail, Bulletins, Posters, Malls, Street Furniture, Walls, Digital In-Store Networks
Minneapolis, MN #16—Radio #15—Television	WCCO WLTE KZJK	AM FM FM	News/Talk Adult Contemporary Adult Hits	WCCO-TV KCCO-TV KCCW-TV	UHF VHF VHF	CBS CBS CBS	Bulletins, Posters, Street Furniture, Malls, Digital In-Store Networks
San Diego, CA #17—Radio	KSCF KYXY	FM FM	Hot Adult Contemporary Adult Contemporary				Bulletins, Posters, Malls, Street Furniture, Digital In-Store Networks
Nassau-Suffolk, NY ⁽³⁾ #18—Radio							Bulletins, Digital In-Store Networks
Tampa-St. Petersburg, FL #19—Radio #14—Television	WLLD WQYK WQYK WYUU WRBQ WSJT	FM FM AM FM FM FM	Rhythmic Contemporary Hit Radio Country Sports Spanish Classic Hits Smooth Jazz	WTOG-TV	UHF	The CW	Bulletins, Malls, Posters, Digital In-Store Networks
Denver, CO #20—Radio #16—Television				KCNC-TV	UHF	CBS	Street Furniture, Bulletins, Posters, Malls, Digital In-Store Networks

STATISTICAL INFORMATION

March 2010 – Continued

Select sample information for descriptive purposes only

Market and Market Rank ⁽¹⁾	Radio			Television			Outdoor
	Stations	AM/FM	Format	Stations	Type	Network Affiliation	Display Type
St. Louis, MO #21—Radio	KEZK KMOX KYKY	FM AM FM	Adult Contemporary News/Talk Hot Adult Contemporary				Bulletins, Posters, Malls, Digital In-Store Networks
Baltimore, MD #22—Radio #27—Television	WJZ WJZ WLIF WWMX	AM FM FM FM	Sports Sports Adult Contemporary Hot Adult Contemporary	WJZ-TV	VHF	CBS	Bulletins, Subways, Commuter Rail, Street Furniture, Malls, Digital In-Store Networks
Portland, OR #23—Radio							Bulletins, Malls, Digital In-Store Networks
Charlotte, NC #24—Radio	WSOC WKQC WFNZ WNKS WPEG WBAV WBCN	FM FM AM FM FM FM AM	Country Adult Contemporary Sports Contemporary Hit Radio Urban Urban Adult News/Talk				Malls, Digital In-Store Networks
Pittsburgh, PA #25—Radio #23—Television	KDKA KDKA WDSY WZPT	AM FM FM FM	News/Talk Sports Country Hot Adult Contemporary	KDKA-TV WPCW-TV	UHF VHF	CBS The CW	Bulletins, Malls, Digital In-Store Networks

(1) Radio market rank based on Spring 2010 Radio Market Ranking as provided by Arbitron Inc. Television market rank based on Nielsen Media Research Local Market Universe Estimate, September 2009.

(2) The FCC has granted an application permitting the Company to assign KFVB-AM to a divestiture trust. Upon closing of this assignment, the Company will beneficially own but will not operate KFVB-AM.

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

STATISTICAL INFORMATION

March 2010 – Continued

Select sample information for descriptive purposes only

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
The Andy Griffith Show	The Division	Little House on the Prairie	Seventh Heaven
The Amazing Race	Everybody Loves Raymond	The 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
The 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	The Twilight Zone
Criminal Minds	Hogan's Heroes	Penn & Teller	The Wild Wild West
CSI: Crime Scene Investigation	The 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	236 Million	17%	#11

(1) Monthly average of global unique visitors for January - March 2010. Source: CBS Interactive internal data.

(2) Calculated using monthly average of global unique visitors for Q1 2010. Source: comScore Media Metrix WW Monthly, Unified, Q1 2010

(3) Ranking based on the comScore Media Metrix worldwide figure for CBS Interactive web sites' unique monthly visitors of 190.5 million in March 2010 (Panel only).

CBS Interactive Web Sites

BNET
 CBS.com
 CBS MoneyWatch.com
 CBS News.com
 CBS Sports.com
 CBS CollegeSports
 CBS Interactive International Media Web Sites
 CBS Radio Station Web Sites
 CBS Television Station Web Sites
 CHOW
 CNET

GameSpot
 TheInsider.com
 Last.fm
 MaxPreps.com
 Metacritic
 mySimon
 Search.com
 TechRepublic
 TV.com
 UrbanBaby.com
 ZDNet

CBS Audience Network Distribution Partners

AOL*
 AT&T
 Bebo
 Blinkx
 BuddyTV
 Chumby
 Comcast.net
 Cooliris
 Fancast
 IMDb
 Mefedia
 Metacafe
 MSN
 Slide
 Sling
 Sony Bravia
 TVGuide.com
 Veoh*
 Windows Media Center
 Yahoo!**
 YouTube

* Through the end of Q1 2010

* Integrating Partner

STATISTICAL INFORMATION

March 2010 – Continued

Select sample information for descriptive purposes only

CBS COLLEGE SPORTS NETWORK Online Partners as of May 5, 2010

Colleges/Universities

Adelphi • aupanthers.com
Air Force • goairforcefalcons.com
UAB • uabsports.com
Alabama • rolltide.com
Arizona • arizonaathletics.com
Arizona State • thesundevils.com
Auburn • auburntigers.com
Baylor • baylorbears.com
Bethune-Cookman • bccathletics.com
Boston College • bceagles.com
Boston University • goterriers.com
Bucknell • bucknellbison.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
UCF • ucfaletics.com
Cincinnati • gobearcats.com
Clarion • clariongoldeneagles.com
Clemson • clemsonitigers.com
Cleveland State • csvikings.com
Coastal Carolina • goccusports.com
Colorado State • csurams.com
Connecticut • uconnhuskies.com
Duke • godukes.com
East Carolina • ecupirates.com
Elizabeth City • ecsuvikings.com
Emmanuel • goecsaints.com
Fayetteville State • fsubroncos.com
Florida Atlantic • fausports.com
Florida State • seminole.com
Fordham • fordhamports.com
Fresno State • gobulldogs.com
Furman • furmanpaladins.com
George Mason • gmusports.com
George Washington • gwsports.com
Georgetown • guhoas.com
Georgia • georgiadogs.com
Georgia Tech • ramblinwreck.com
Gonzaga • gozags.com
Grand Valley State • gvsulakers.com
Houston • uhcougars.com
Idaho State • isubengals.com
Illinois • fightingillini.com
Illinois-Chicago • uicflames.com
Illinois State • goredbirds.com
IMG College • imgcollege.com
Indiana • iuhoosiers.com
IPFW • gomastodons.com
Iowa • hawkeyesports.com
Jackson State • jsutigers.com
Johns Hopkins • hopkinssports.com
Kansas • kuathletics.com
Kansas State • kstatesports.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 • uoflsports.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
UMass • umassathletics.com
UMass-Boston • beaconathletics.com
UMass-Dartmouth • corsairathletics.com
UMass-Lowell • goriverhawks.com
UMass-System • UMassTeams.com
Memphis • gotigersgo.com

Miami (FL) • hurricanesports.com
Miami (OH) • muredhawks.com
Michigan State • msuspartans.com
Michigan • mgoblue.com
Missouri • mutigers.com
Navy • navysports.com
UNLV • unlvrebels.com
New Mexico • golobos.com
North Carolina • tarheelblue.com
North Carolina Central • nccueaglepride.com
North Carolina State • gopack.com
Northern Illinois • niuhuskies.com
Northern Iowa • unipanthers.com
Northwestern • nusports.com
Notre Dame • und.com
Oakland University (MI) • ougrizzlies.com
Ohio • ohioobcats.com
Oklahoma • soonersports.com
Oklahoma State • okstate.com
Old Dominion • odusports.com
Ole Miss • olemisssports.com
Oregon State • osubeavers.com
Pacific • pacifictigers.com
Penn State • gopsusports.com
Pepperdine • pepperdinesports.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. John's • redstormsports.com
Saint Joseph's • sjuhawks.com
Saint Louis • slubillikens.com
Samford • samfordports.com
San Diego • usdtoreros.com
San Diego State • goaztecs.com
San Francisco • usfdons.com
Santa Clara • santacalarabroncos.com
Siena • sienasaints.com
SIU-Edwardsville • siuecougars.com
South Carolina • gamecocksonline.com
Southeast Missouri State • gosoutheast.com
Southern • gojagsports.com
Southern California • usctrojans.com
Southern Illinois • siusalukis.com
SMU • smumustangs.com
Southern Miss • southernmiss.com
Stanford • gostanford.com
Stephen F. Austin • sfajacks.com
Stony Brook • goseawolves.org
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 • tulaneagreenwave.com
Tulsa • tulsahurricane.com
Upper Iowa • upperiowaathletics.com
Utah • utahutes.com
Utah State • utahstateaggies.com
Utah Valley State • wolfeingreen.com
Vanderbilt • vucommodores.com
Villanova • villanova.com
Wake Forest • wakeforestsports.com
Washington • gohuskies.com
Washington State • wsucougars.com
Western Carolina • catamountsports.com
Western Washington • wuvikings.com
Winston-Salem State • wssurams.com
Wisconsin-Milwaukee • uwmpanthers.com
Wisconsin • uwbadgers.com
Wright State • wsuraiders.com
Wyoming • wyomingathletics.com
Xavier • oaxavier.com

Conferences/Associations

Atlantic Coast Conference • theacc.com
Atlantic-10 Conference • atlantic10.com
Big Ten Conference • bigten.org
Black Coaches & Administrators • bcasports.org
Conference USA • conferenceusa.com
Emerald Bowl • emeraldbowl.org
Great West Football • greatwestfootball.com
Mountain Pacific Sports Federation • mpsfsports.com
Mountain West Conference • themwc.com
National Association of Basketball Coaches • nabc.com
NACDA • nacda.com
NAIA • naia.org
NCAA • ncaa.com
NIT • nit.org
Pacific-10 Conference • pac-10.org
Patriot League • patriotleague.com
SWAC • swac.org
West Coast Conference • wccsports.com
Western Collegiate Hockey Association • wcha.com

Affiliates

Alaska Goldpanners
American Legion
ASA Softball
Butler
BYU
Creighton
Detroit
Ferris State
Florida
Juniata
Lynn
Manhattanville
National Fastpitch Coaches Association
National Pro Fast Pitch
Philadelphia Force
Rutgers
USA Softball
Valparaiso
Virginia Tech
West Virginia
World Baseball Cup
Youngstown State