



# Update

A QUARTERLY NEWSLETTER

Vol. 4 No. 6, February 26, 2008



**"We finished 2007 with our businesses well poised to increase revenues and profits in 2008 and beyond. In Television, I'm particularly pleased with the recent resolution of the WGA strike, which has restored stability to the network season. Meanwhile, Outdoor and Publishing had exceptionally strong performances for the year, with Outdoor picking up momentum to deliver a strong double-digit OIBDA gain in the fourth quarter. Our businesses produced a significant amount of free cash flow and, during the year, we returned \$4 billion of cash to shareholders through a combination of dividends and share repurchases. At the same time, we used a prudent portion of our cash to invest in higher-growth properties like the online social networking community Last.fm and digital outdoor displays both domestically and overseas."**

**Leslie Moonves,  
President and CEO, CBS Corporation**

**CBS** moves into 2008 committed to serving its large and varied audiences coast to coast and around the world with the content they want, when and where they want it -- on television, on the radio, on the Internet and mobile phones, on out-of-home media, on the shelves of book stores ... on all appropriate current and future distribution platforms.

CBS continues to transform and add to its asset portfolio to focus on higher-growth, higher margin opportunities. The many initiatives taken in the past year include the purchases of **Last.fm**, the online social networking community, and **SignStorey** (now **CBS Outernet**), a leader in the distribution of video programming and advertising content to retail stores. In a move that positions **CBS** among the most widely distributed professional content

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## IN THIS EDITION



**Last.fm, one of the leading social networking music platforms on the Web acquired in May 2007, launched in January 2008 the largest free, on-demand music platform in the world. Recent metrics show it to be the fastest growing free online music network in the U.S. Page 7.**

- **CBS** Renews 11 Primetime Series, plus **SURVIVOR** and **THE AMAZING RACE**. Page 2.
- **CSTV** to be Integrated into **CBS Sports** as the **CBS College Sports Network**. Page 3.
- The **CBS Scene Restaurant and Bar** to Launch in Massachusetts. Page 7.
- **CBS Radio** has one of its best Arbitron Fall Ratings Surveys. Page 9.
- **CBS Outdoor** retains position as leading out-of-home media provider in Atlanta. Page 10.
- **CBS Outernet** and **Ripple** create one of the most formidable out-of-home advertising networks in the U.S. Page 10.
- **CBS Films** and **Simon & Schuster/Atria Books** announce film and publishing agreements. Page 12.

And much more....

## SALE OF TELEVISION & RADIO STATIONS COMPLETED

On January 10, CBS Corporation announced that it had completed the previously announced sale of television stations in four markets (Austin, Salt Lake City, Providence and West Palm Beach) to **Four Points Media Group, LLC**, an affiliate of **Cerberus Capital Management, L.P.** On Nov. 30, CBS completed the previously announced sale of 15 radio stations in four markets to Entercom Communications Corp. The Company has now completed all of its previously announced local TV station and radio station divestitures. In sum, the Company has sold 39 radio stations in 10 markets and 11 TV stations in seven markets for a total of \$922 million since December 2006. The Company now owns 29 television stations and 140 radio stations.

(Overview, continued from page 1)

providers online, the Company announced in April the creation of the **CBS Audience Network**. Content deals are signed with a host of online distributors, including **AOL, Microsoft, CNET Networks, Comcast, Joost, Bebo, Brightcove, Netvibes, Sling Media** and **Veoh** among others (300+ Web sites currently make up the Network). In early 2008, **Simon & Schuster** and **CBS Films** announced their first co-film and publishing deal, and CBS began making available on **CBS.com**, and across the 300+ **CBS Audience Network** Web site network, episodes and clips of Television Classics from the **CBS Library** -- which is one of the largest television programming libraries in the entertainment business.

CBS also continues to enhance profitability by streamlining and integrating operations. In January 2008, the Company completed its previously announced local TV and radio station divestitures. In 2007, the Company announced the creation of **CBS R.I.O.T** -- a new locally oriented cross-platform advertising sales unit, bridging the Company's **Radio, Internet, Outdoor** and **Television** sales operations. Also in 2007, **CBS Connections** was launched as a newly branded sales and marketing unit designed to provide clients with the unsurpassed national reach and consumer engagement delivered by CBS Corporation's multiple properties, including **CBS Entertainment, CBS News, CBS Sports, CBS Interactive, CBS Paramount Television, CBS Television Distribution, CSTV, Showtime, CBS**

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## CBS RENEWS 11 SERIES PLUS "SURVIVOR" AND THE "AMAZING RACE"



**The Thursday, Feb. 7 premiere of the 16th edition of SURVIVOR -- SURVIVOR: MICRONESIA - FANS VS. FAVORITES -- placed first in its 8:00-9:00 PM time period across-the-board with the best deliveries for a SURVIVOR episode in A25-54 and A18-49 since 11/15/07.**

In January, CBS announced that Top 20 program **SURVIVOR** will return for its 17th and 18th editions, and **THE AMAZING RACE**, which ranks among the Top 30, will be back with its 13th edition. Also in January, CBS ordered 13 episodes of **FLASHPOINT** (working title), a new police drama about an elite big city Strategic Response Unit.

In February, CBS announced that it has renewed 11 series for next season, returning 10 hours of the Network's primetime schedule and eight of the top 20 scripted series on television. The 11 series are **COLD CASE** (averaging 12.38m viewers), **CRIMINAL MINDS** (Wednesday's top scripted program in viewers, averaging 14.06m), **CSI** (remains Thursday's #1 program with a weekly audience of 17.78m viewers), **CSI: MIAMI** (Monday's top scripted program, averaging 14.87viewers), **CSI: NY** (the #1 program in its time period in viewers and key demographics, averaging 12.87 million viewers), **GHOST WHISPERER** (has placed first in its Friday 8:00-9:00 PM time period in A18-49 and A25-54 every week this season with first-run episodes, while averaging 9.18m viewers), **NCIS** (has become a top 10 program in its fifth season, averaging 15.65m viewers), **NUMB3RS** (has placed first in its time period in viewers and key demos in 11 of its last 12 original broadcasts through 2/8/08), freshman comedy **THE BIG BANG THEORY** (averaging 8.36m viewers and, with original episodes, has improved the year ago Monday 8:30-9:00 PM time period by +15% in adults 18-49 and +5% in viewers), **TWO AND A HALF MEN** (television's #1 comedy, averaging 13.6m viewers) and **WITHOUT A TRACE** (successfully returned to its Thursday 10:00-11:00 PM time period, winning the hour with an average of 13.72m viewers, while also placing first in A18-49 and A25-54).

Source: NTI

(Overview, continued from page 2)

**Radio, CBS Outdoor and CBS R.I.O.T.** In early 2008 CBS announced plans to merge CSTV into CBS Sports as the CBS College Sports Network.

CBS has always been a company focused on returning value to shareholders. During 2007, CBS's businesses produced a significant amount of free cash flow, and the company returned \$4 billion to shareholders through a combination of dividends and share repurchases. Since starting as a stand-alone company in January 2006, the quarterly dividend has increased almost 80%, and we are now paying \$1.00 a share per year. In 2007 CBS repurchased over 100 million of its shares or approximately 13% of its outstanding shares.

Following are selected key developments at CBS from November 2007 through Mid-February 2008:

## TELEVISION



Excluding all sports broadcasts, season-to-date (through Feb. 17), **CBS** remains #1 in total viewers and is tied with ABC for first place in A25-54. (Source: NTI/Most

Current Data). ... In Fourth Quarter 2007, with DVR penetration at 21% of U.S. Television households, programs recorded on DVR and watched within seven days of live broadcast added 10% to CBS's live primetime audience. During this period, 39 programs posted significant DVR playback audience lifts of one million or more, 14 of which were on CBS, more than any other network. Note: broadcast networks' share of playback remains substantially higher than its share of live viewing, in spite of the recent strike. (Source: NTI, 9/24/07-12/30/07)

- **CBS** placed first in the November sweep in HHs, viewers and A25-54, finishing a solid #2 in A18-49. This was the Network's seventh consecutive November victory in HHs and viewers, and fifth straight in A25-54. (Source: NTI)

- **THE NFL ON CBS** overall coverage of the 2007-08 NFL regular-season and post-season averaged 18.7 million viewers (Persons 2+) -- the highest average number of



viewers for the AFC package since the 1994-95 season. CBS's coverage of the AFC **Championship Game**

between San Diego and New England averaged 44.8 million viewers, making it the second most watched non-Super Bowl program to date in the 2007-08 season. CBS's regular season games in the 2007 season out-rated the primetime games on NBC, marking the first time ever since the NFL merger in 1970 that the AFC games on Sunday afternoon were higher rated than prime time games on ABC or NBC.... **SEC on CBS** coverage powered the Network to its best college football ratings since 1999. CBS Sports was the only network to show college ratings gain in 2007. (Source: NTI)

- On Tuesday, Feb. 12, the 9:00 PM premiere of the first-ever winter edition of **BIG BROTHER**, opposite the "American Idol" competition, improved upon last summer's Tuesday debut in viewers and A25-54. ... In the week ending Feb. 8, **THE LATE LATE SHOW with CRAIG FERGUSON** beat "Late Night with Conan O'Brien" in viewers for the first time ever in a week of head-to-head first-run episodes. (Note: On Tuesday, **THE LATE LATE SHOW** aired with an amended title due to Super Tuesday coverage and is not included in the weekly average). (Source: NTI)



- Early in 2008, CBS announced that

CSTV will be integrated into the **CBS Sports Division** and rebranded as the **CBS College Sports Network**. In February, **The CBS**

**College Sports Network (CSTV)** and **CBS Sports** launched **Fans Only** ([www.fansonly.com](http://www.fansonly.com)) -- a unique, interactive community Web site that allows users to create and customize their own online sports destination. Also in February, the CBS College Sports Network (CSTV) was added to the **Charter Cable** lineup in all Southern California systems, providing fans throughout the area with in depth coverage of college sports.

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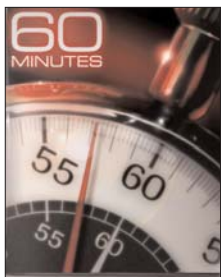


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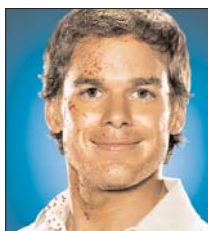
● In January, **THE EARLY SHOW** re-launched with a full-Network format (7:00-9:00 AM, ET/PT) and the addition of



**Maggie Rodriguez** as co-anchor, (after being co-anchor of **THE SATURDAY EARLY SHOW** since June 2007). The broadcast also featured a new set (including a triptych painting especially created by famed contemporary artist **Peter Max**) and a new musical theme. Since **THE EARLY SHOW** re-launched on Jan. 7, the broadcast has posted across-the-board increases. **THE EARLY SHOW** has been up double-digit percentages in the key news demographics, compared to the same period last year. (Source: NTI)



● In January, **60 MINUTES** content on the **Yahoo! News** site generated 14.3 million video streams -- the highest number of streams since the 60/Yahoo! relationship began 14 months ago. Also in January, **VH1 Classic** launched **60 MINUTES Classic**, a weekly half hour music-related content from **60 MINUTES** archives, hosted by CBS News Correspondent **Lara Logan**. ... The Feb. 17 edition of **60 MINUTES**, continued the broadcast's run on Nielsen's Top 10 programs list, making the list for the eighth time in the last nine broadcasts. The news magazine finished eighth in viewers, drawing 12.5 million, and tied for fourth in HHs with an 8.1 rating and 14 share. The broadcast won its time period in both viewers and HHs. (Source: NTI)



**DEXTER** star **Michael C. Hall**

● In February, **DEXTER**, **Showtime's** critically-acclaimed drama series about a serial killer which completed its second season on premium cable, made an unprecedented appearance on network television when its first season premiered on CBS. **DEXTER's** 2/17 premiere on

## EYE ON SHOWTIME



**Showtime** has ordered a third season of the *Peabody Award* winning drama **BROTHERHOOD** starring **Jason Isaacs**, **Jason Clarke** and **Annabeth Gish**. ... *Emmy* Award-winner **Tracey Ullman**



**BROTHERHOOD** stars **Janson Clarke (l)** and **Jason Isaacs**.

is bringing her signature brand of spot-on impersonation and comic timing to **TRACEY ULLMAN'S STATE OF THE UNION**, a new sketch comedy series that takes a satirical look at a day in the life of America. The limited series of five half-hour episodes will premiere on Showtime, March 30 at 10:00 PM ET/PT, immediately after the second season premiere of **THE TUDORS** in its new time slot at 9:00 PM ET/PT. ... On Tuesday, Feb. 12, CBS and Showtime once again arranged to bring viewers "Big Brother: After Dark," an exclusive, live televised feed from the "Big Brother" house for three hours (12:00-3:00 AM, ET/PT on SHO2 multiplex channel). ... Building on the success of last summer's hit Monday night comedy lineup, Showtime will once again pair two comedy series in an hour-long block. On Monday June 16, **WEEDS** -- the network's highest-rated comedy series -- returns for its fourth season at 10:00 PM ET/PT, followed by the premiere of the U.K. hit series **SECRET DIARY OF A CALL GIRL** at 10:30 PM ET/PT.



**TRACEY ULLMAN'S STATE OF THE UNION** star **Tracey Ullman**

**And...** CBS and **Showtime Networks** were among the first U.S.-based content partners on a new Web-based service that enables consumers to download television shows, movies and other premium video content to their TVs from their PCs.

CBS posted the Network's best delivery with regularly scheduled 10:00 PM Sunday programming since 12/9/07 in HHs, viewers and key demos. (Source: NTI)

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(Television, continued from page 4)



- In December 2007, **CBS Sports** tipped off its 27th consecutive season of college basketball. ... The **CBS College Sports Network (CSTV)**

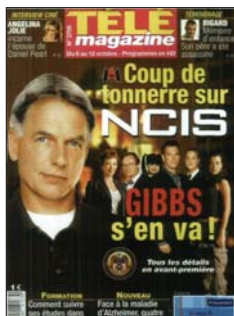
and the **Atlantic 10 Basketball Conference** announced the Conference's broadest ever syndication package: agreements with 14 regional outlets. ... In January, **CBS Sports** teed off its 58th year of golf coverage, including the **Masters®**, **PGA Championship**, **19 PGA Tour events**, **two LPGA Tour events** and one **Champions Tour** event.



- In December 2007, **CBS Paramount International**

**Television** concluded a deal allowing U.K viewers to access hundred of hours of "Star Trek" series through **Virgin Media's** video on-demand service ... In January 2008, with the closing of a 2007 agreement with **GS Capital Partners**, **CBS Paramount International Television** assumed control of all international television distribution for the hugely popular **CSI** franchise and is now responsible for all future sales around the world. ... In February, **CBS Paramount International Television** concluded a deal with **Global Television** for the exclusive Canadian broadcast of the new **DR. PHIL** spinoff, **THE DOCTORS**, due to air fall 2008. ...

**And**, **NCIS** continues to perform as one of the most successful series around the globe, ranking as a top 20 U.S. series in Australia, France, Germany, Italy and the U.K. in viewers. ... The **AMERICA'S NEXT TOP MODEL** franchise continues its popularity abroad with local productions of the hit in Australia, where **AUSTRALIA'S NEXT TOP MODEL** is Foxtel's highest rated show; **ITALY'S NEXT TOP MODEL**, which improved its time period on **SKY Vivo** by 150%; **BRITAIN'S NEXT TOP MODEL 3** delivered its strongest season yet; **GERMANY'S NEXT TOP MODEL** is the #1 series in Germany among female teens and **FRANCE'S NEXT TOP MODEL** that hit #1 in women 15-24 in its time period. (Source: Source: Auditel/Barb/Eurodata/Media metrie/Oztam/TNS/CAD. Specifications available upon request to CPITV.



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## EYE ON THE CW



This season, **The CW** is the only network specifically targeting young adults, and stands as the youngest broadcast network with a median age

of 34 -- a decade (10 years) younger than the nearest competitor (Fox, 44). The CW has the highest concentration of A18-34 (28%) and W18-34 (17%) of any of the five broadcast networks.

With Nielsen now issuing Live-Plus-Seven-Day playback ratings, DVR usage has given a dramatic boost to The CW's series, as **GOSSIP GIRL**, **TOP MODEL**, **BEAUTY AND THE GEEK**, **ONE TREE HILL**, **REAPER**, **SUPERNATURAL** and **SMALLVILLE** have, since their respective fall premieres, all seen 20-35% increases in target demos when DVR usage and time-shifting is factored in.

In other new season highlights:

- **AMERICA'S NEXT TOP MODEL** completed its 9th cycle in Dec. 2007 and the show remains a ratings powerhouse, especially with the show's core audience of women 18-34. At the conclusion of its 9th cycle, **TOP MODEL** ranked first in its time period with W18-34, making it one of the Top 20 shows on all of TV this season in this valuable demo. (Source: NTI)
- The first series picked-up for a full season, **GOSSIP GIRL**, is the year's #1 new show on television with female teens, and the highest concentration (an important measurement for advertisers) of W18-34 and female teens of any show this season. Original episodes of the series have consistently ranked as the #1 show downloaded on the **iTunes Store**. The show has also proven to be a boon to the network's website, **CWTV.com**, where **GOSSIP GIRL** episodes have been initiated more than six million times and watched for a total of more than two million hours. (Source: NTI)
- **The CW** continues to develop unique and innovative partnerships with a variety of sponsors, including its "content wraps" and "cwickies," which are short segments that weave advertiser content into commercial pods in creative ways. Additionally, The CW has created extensive integration deals for several of its series, including **Verizon** and **Victoria's Secret** on **GOSSIP GIRL** and **Macy's** on **ONE TREE HILL**.

## CBS GIVES MIDTOWN MANHATTAN FREE WIRELESS INTERNET ACCESS



**"CBS has been the most aggressive of the major broadcast networks in trying to associate itself closely with the prospects of the Internet. ... This initiative coordinates CBS properties in a sophisticated way" -- Webpronews.com**



In November 2007, CBS announced that for the next six months it will be "lighting up" midtown Manhattan with the "CBS Mobile Zone" -- a wireless high-speed network enabling anyone with Wi-Fi-enabled cell phones, laptops or other devices to access the Web for free, and make voice over (VOI) Internet calls. Powered by CBS Outdoor billboards and MTA New York City Transit-owned urban panels, the "CBS Mobile Zone" is providing interactive advertising opportunities that can be localized down to the individual billboard.

In addition to the MTA New York City Transit, CBS is partnering in the Wi-Fi initiative with several next-generation companies, including Tropos, BIG, Fon, Ning, Goowy, Veoh, Yelp, 1020, Aptilo and Can-Do Entertainment, with more to be added. Citi and Salesgenie.com signed on to be early sponsors of the CBS Mobile Zone.

(Television, continued from page 5)



**Judge Judy**

● In January, CBS Television Distribution's JUDGE JUDY was renewed through 2012. In November 2007, in its 12th year on the air, the program was the only first-run syndicated strip to grow its ratings vs. last year, posting its highest number of total viewers in six years. (Source: Nielsen Media Research) (Continued on page 7)

## DIANA WILKIN NAMED PRESIDENT, CBS AFFILIATE RELATIONS

**Diana Wilkin**, a broadcast executive with more than 20 years of local and network experience, has been named President, **Affiliate Relations** for the CBS Television Network. She most recently served as Vice President and General Manager of WPEC-TV, the CBS affiliate in West Palm Beach, FL. In her new position, Wilkin will oversee all operations of the CBS Affiliate Relations department, including business affairs, contract renewals and day-to-day activities. She succeeds **Peter Schruth**, who has headed up CBS's Affiliate Relations function since 1995.



**Diana Wilkin**

Commenting on Wilkin's appointment, CBS Corporation President and Chief Executive Officer **Leslie Moonves** said: *"Diana is a strong, battle-tested station manager. She has distinguished herself as a rising leader in our industry, and has invaluable experience overseeing distribution from the network perspective. I look forward to her many contributions during this time of so much change and opportunity in the network-affiliate model."* Commenting on Schruth's departure, Moonves said: *"Peter had a distinguished tenure here at CBS with some tremendous accomplishments during a period of significant change in our business. I want to thank him and I wish him all the best."*

During her tenure at WPEC, Wilkin led the station to the #1 position in the market and served as a member of the **CBS Affiliate Board** and the **Florida Association of Broadcasters Board**, as well as a committee member of the **Broadcasters Foundation**, among other organizations. Previously, Wilkin served as VP/GM of the **Clear Channel Television** duopoly in Jacksonville, FL -- CBS affiliate WTEV and Fox affiliate WAWS. Before that she also served as VP/GM of CBS affiliate **KGPE** in Fresno, CA; Senior Vice President, Network Distribution for the **Fox Broadcasting Company**; VP/GM for Fox affiliate **KSAS** in Wichita, KS; VP/GM of Wilmington, NC station **WSFX**; and Vice President, Network Distribution and Cable Operations, Fox Broadcasting Company.



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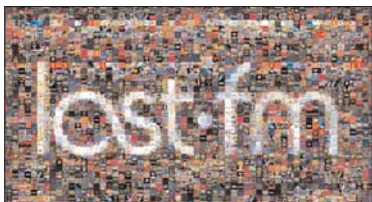
**And...** ● On February 5, CBS News, including [CBSnews.com](http://CBSnews.com) and CBS News Radio, provided aggressive and comprehensive coverage of the "Super Tuesday" primaries and caucuses. For the first time on a Super Tuesday primary day, CBS Radio News offered its affiliates continuous coverage of the latest news and results. ... Also in February, for the first time ever, production secrets and fun facts pop up as "Love Notes" and "Bullet Points" on GHOST WHISPERER and CSI: MIAMI.



**MILESTONES:** In January, CBS Television Distribution's ENTERTAINMENT TONIGHT hit a major milestone -- 600 consecutive weeks as the #1 syndicated newsmagazine in the world (since July 21, 1996). (Source: Nielsen Media Research)

**POST NOTES:** Mike Kincaid, President of Sales for CBS Radio from May to October 2007, returns to the company as Senior Vice President of Sales at KCBS-TV and KCAL-TV, the nation's largest duopoly. ... Jennifer Purtan is named Vice President of Sales for WWJ-TV and WKBD-TV, the CBS owned duopoly in Detroit. ... Gary Bembridge is named Vice President of National Advertising Sales for the CBS Television Stations Digital Media Group.

## INTERACTIVE



● In January, Last.fm, ([www.last.fm](http://www.last.fm)) the CBS-owned social networking, music discovery Web site boasting a community of more than 20 million unique active users per month, launched the largest free, on-demand music platform in the world. The user-based platform, which is advertiser supported, provides users access to an unparalleled catalogue of music built on partnerships with all four major record labels -- Universal Music Group, Sony/BMG, Warner and EMI -- as well as CD Baby, IODA, the Orchard, Naxos and more than 150,000 independent labels and artists. At the same time, Last.fm launched

## NEW CBS SCENE



CBS and the Massachusetts-based Kraft Group announced in December plans to launch in 2008 The CBS Scene Restaurant and Bar -- a state-of-the-art entertainment and sports venue in the heart of Patriot Place in Foxborough, MA. Located adjacent to Gillette Stadium -- home of the New England Patriots -- this first-of-its-kind attraction will include dining and function space, an extensive CBS memorabilia display and broadcasting facilities for the CBS Television Network, CBS Sports and CBS's local Boston television and radio properties.

an unprecedented artist royalty arrangement for musicians not signed with a label. The Last.fm announcement spurred immediate and strong user growth in several key categories, including listeners and page views. On February 22 Last.fm released figures that showed it to be the fastest growing online music network in the U.S., delivering a unique listener increase of 92% since it was launched in January '08.. In addition, since the launch of free-on-demand, unique visitors continued to show sustained growth, up 59%, while page views increased 58%. Last.fm receives more than 21 million active users worldwide every month.

The Facebook logo, which consists of the word 'facebook' in a white, lowercase, sans-serif font on a dark blue rectangular background.

● In November, CBS begins utilizing [Facebook.com](http://Facebook.com) ads to tap into an online community of fans of THE AMAZING RACE and attract new viewers. ... In February, in another example of CBS Interactive's strategy to build high-profile communities online, [CBSSports.com](http://CBSSports.com) began hosting on Facebook an official NCAA March Madness® Brackets application for the 2008 NCAA Division I

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(Interactive, continued from page 7)

Men's Basketball Championship ([www.facebook.com/brackets](http://www.facebook.com/brackets)). The site -- is being promoted to Facebook's more than 63 million active users both online and via **CBS Sports Mobile**.



- In February, it was announced that in partnership with **CBS Sports** and the **NCAA**, **CBSSports.com's** upcoming **NCAA March Madness on Demand (MMOD)** service will be expanded to give users the ability to view all 63 games of the **NCAA**

**Division I Men's Basketball Championship**, from the first round of the tournament through the Men's Final Four® and Championship in San Antonio. Launching in early March, **NCAA March Madness on Demand** will be available at [NCAA.com](http://NCAA.com) ([mmod.ncaa.com](http://mmod.ncaa.com)) as well as via **MMOD** links on [CBSSports.com](http://CBSSports.com).



- In February 2008, **CBS** began making available on [CBS.com](http://CBS.com) and across the 300+ websites making up the **CBS Audience Network** episodes and clips

of **Television Classics** from the **CBS Library** -- one of the largest television programming libraries in the entertainment business. The initial lineup included full-length episodes of **STAR TREK**, **THE TWILIGHT ZONE**, **MACGYVER**, **HAWAII FIVE-O** and **MELROSE PLACE**, with more programs and clips to be added in the coming months. All content is ad-supported, free to the consumer.

- In November, **CBS** became part of **Bebo's** global social network that gives media companies free and open access to **Bebo's** 40 million users worldwide, many of whom fall into the 13-24 year old target audience.



- In January, **CBS Interactive** is named the official online partner of **The Recording Academy®** to distribute **Grammy®**-related assets. As part of a new two-year agreement, **CBS Interactive** will develop online programming, communities and promotions around the **Grammy** brand and the annual awards show broadcast. **Grammy**-related

content will be distributed across the company's vast network of online, wireless and digital platforms -- including **CBS.com**, **CBS Audience Network**, **CBS Mobile** and **Last.fm**, among other platforms. ... In January, leading up to **CBS's** presentation of **THE 50th ANNUAL GRAMMY AWARDS** (Sunday, Feb. 10), **The Recording Academy**, **CBS Interactive** and **YouTube** mounted the second installment of the prior year's very popular "My GRAMMY Moment" Internet nationwide musical talent search.



- In February, **CBS Mobile** and the revolution-

ary social mapping and communications service **Loopt**, announced a milestone agreement to deliver the first location-based mobile Web site advertisements in the U.S. Through this partnership, advertisers will be able to take advantage of GPS and other technology to reach on-the-go consumers at their physical location, enabling them to target users who are near a particular place of business. ... In November, top of the hour news breaks, daily financial news from **Wallstrip**, and "Afternoon Rewind," an after school block of programming, joined the **CBS Mobile Network's** lineup of programming. ... In November, **CBS Mobile** premiered on the mobile video services of major U.S. wireless carriers its first original animated program -- "**Danny Bonaduce: Life Coach**." The vignettes also stream on [CBS.com](http://CBS.com) and across the **CBS Audience Network**.

**And...** In January, underscoring the strategy of opening [CBSNews.com](http://CBSNews.com) to diverse news, analysis and voices from across the Web, the site teamed up with **Digg**, the leading community-driven news and content sharing site, to add political news and analysis from across the Internet to its coverage of "Campaign 08." ... The second season of the original scripted, award-winning, online companion series to **CBS's GHOST WHISPERER (GHOST WHISPERER: THE OTHER SIDE II)** began streaming in January on [www.cbs.com/ghost](http://www.cbs.com/ghost). ... Under a new wide-ranging digital marketing partnership, [USATday.com](http://USATday.com) users have gained access to a customized **CSTV XXL** player offering the most comprehensive live and on-demand video and audio coverage of college sports on the Internet.

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## RADIO



● In November, **CBS Corporation** announced the completion of the previously announced sale of its 15 radio stations in four markets to **Entercom Communications Corp.** With the closure of the Entercom stations, the Company completes all of its previously announced radio station sales.

● In November, **CBS RADIO** President and CEO **Dan Mason**, along with the division's SVP of Research **Lucy Hughes**, were featured speakers at the 35th Annual **UBS Global Media and Communications Conference**. Mason called upon the radio industry to revitalize itself in the wake of electronic measurement, and to vigorously and pro-actively pursue advertising dollars across new categories, particularly political. In an earlier session, CBS President and CEO **Leslie Moonves** praised the strategic actions taken at CBS RADIO under Mason.

● In 2007, **CBS RADIO** had one of its best Arbitron Fall Ratings Survey's, increasing its total cumulative 12+ audience (Mon-Sun 6:00AM-12:00Midnight) for its current 140 stations by more than 6% year to year. Additionally, comparing 12+ Arbitron shares for Fall 2006 versus Fall 2007, CBS RADIO's 14 stations that have either changed formats or seen a major shift in their on-air programming since January 2007, increased their performance by a combined 29%, including increases of 80%, 76% and 25% at New York's **WWFS-FM**, **WCBS-FM**, and **WXRK-FM**, respectively, 50% at **KFRC-FM** in San Francisco and 55% at **KZON-FM** in Phoenix. Overall performance at several of the Division's clusters also showed noticeable improvement with New York's six stations increasing their total 12+ share by 23%, Seattle's five stations up by 8% and the six stations in San Francisco up by 5%. In 10 different markets, including New York, Philadelphia, Boston, Seattle, and Baltimore, among others, CBS RADIO is the No. 1 most listened to cluster of stations. (Source: Arbitron 9/20-12/12/07).

● **WFAN fan Sports Radio 660 AM**, New York, the flagship station of the **NY Giants**, aired close to 90 hours of live exclusive Super Bowl XLII programming, as well as extensive coverage on the station's Web site [www.wfan.com](http://www.wfan.com). WFAN's **Mike and the Mad Dog**, **Boomer**

& **Carton**, and **Joe Benigno** and **Evan Roberts**, among others, provided up-to-date coverage -- including player and coach interviews, live press conference coverage and game coverage and analysis. ... **WBCN 104.1FM** Boston, the official flagship station of the New England Patriots, also covered the big game, complete with a Patriots send-off rally, Super Bowl ticket giveaways, diverse on-air and online programming and more.



● In February, **KYW Newsradio** and **The Greater Philadelphia Tourism Marketing Corporation** launched **Hear Philly!**, an Internet radio station devoted to sounding off on all of the great things to do in the City of Brotherly Love. Thirty-second radio spots on **Hear Philly!** are available to advertisers. Clients participating in the new venture include **Starr Restaurants** which will be the primary advertiser for **Hear Philly!** during the online station's first month. **Hear Philly!** is being marketed locally on the air on **KYW Newsradio** and the station's Web site [www.kyw1060.com](http://www.kyw1060.com).

**And...** In December, **CBS RADIO** signed a multi-year contract extension with **Adam Carolla** that positions the funny-man solidly in the highly competitive Los Angeles market for years to come. ... In November, CBS RADIO's vast portfolio of station websites gained access to a host of new searchable video content through a partnership with



**Adam Carolla**

**AOL's Truveo.** .... Also in November, Chicago's newest radio station, **FRESH 105.9**, made its debut, featuring adult contemporary music from today's best known artists, as well as songs made popular during the last 10 years.



**Anton Guitano**

**POST NOTES:** **Anton Guitano** is named **CBS RADIO's** Senior Executive Vice President of Finance and Operations, and Chief Financial Officer. He most recently served as the **CBS Television Stations Group's** Executive Vice President of Operations and Chief Financial Officer. ... **Lucy Hughes** is named

(Continued on page 10)

((CBS RADIO, continued from page 9))

CBS RADIO's Senior Vice President, Research. She joins CBS RADIO from the **CBS Television Stations Group** where she has served as Vice President/Director, Corporate Media Strategies since 2004. For the past year she has also been Director, Local Station Research for CBS Owned **KCBS-TV** and **KCAL-TV** Los Angeles. ... **Sue McNamara** is named to the newly created position of CBS RADIO's Senior Vice President of Sales. She joins CBS RADIO from **Interep**, where she most recently served as Executive Vice President and General Manager of CBS RADIO Sales. ... **Kerry Tucker** is appointed Vice President, Strategic Sales. She joins the division from the **Radio Advertising Bureau** where she has been Senior Vice President, National Marketing since October 2005.

## OUTDOOR



- CBS Outdoor's media opportunities, which allow advertisers to speak directly to a captive commuter audience, continues to

evolve and target audiences in unprecedented ways. They include **Bluetooth technology**, **WallFX** interactive projections and **Electroluminescent Displays**. Station Domination programs now available in NY, LA, Miami, DC and Atlanta give advertisers the ability to directly connect with mass transit consumers via unique and powerful specialized messages. Latest initiatives include the addition of WallFX in three high-traffic New York subway stations between Nov-Feb: Grand Central, Herald Square and Union Square.

- In November, CBS Outdoor's proposal for Atlanta's Bus, Rail and Bus Shelter franchises was approved by unanimous vote from the Metropolitan Atlanta Rapid



**MARTA bus with the "Glow Skin."**

**Transit Authority (MARTA)** board. As a result, CBS Outdoor retains its position as the leading out-of-home  
(Continued on page 11)

## OUTERNET

In January, **CBS Outernet**, a leading provider of media networks and advertising in grocery stores nationwide, and **Ripple**, an interactive network of screens located in community gathering



places, announced a partnership that creates one of the most formidable out-of-home advertising networks in the country. The agreement combines CBS Outernet's advertising sales channel located in over 1,400 stores nationwide (reaching approximately 78 million shoppers each month), with Ripple's hyper-local targeting capabilities in more than 1,500 high-traffic specialty retail locations. Through this strategic partnership, CBS Outernet will now be able to offer national advertisers the opportunity to target consumers via Ripple's rapidly growing network of screens featuring community-specific and demographically-tailored lifestyle content from **CBS**, **The New York Times**, **E! Entertainment**, **Yahoo!**, and others.

- In January, an alliance with the newly launched **Automotive Broadcasting Network** was formed to provide an innovative television marketing channel



available at more than 20,000 U.S. automotive dealers. Under the agreement, CBS Outernet will provide ABN with high quality, fast-paced, family-friendly entertainment, including clips and segments from **THE LATE LATE SHOW** with **CRAIG FERGUSON**, **ENTERTAINMENT TONIGHT**, and news content from **60 MINUTES** and **THE EARLY SHOW**. ABN will offer a series of automotive-specific "shorts" designed to inform and educate customers increase their loyalty and satisfaction and boost sales of dealership products and services.

- In November, CBS announced plans to team with **Gas Station TV** (GSTV), the industry leader in digital gas station media, to provide customers at the pump with a mix of daily customized content.



(CBS Outdoor, continued from page 10)

media provider in Atlanta, with a new 15 year contract for MARTA Bus Shelters and a new 5 year contract for MARTA Bus and Rail displays. These new agreements with MARTA provide wide opportunities to expand our media coverage including the potential for technological innovation. ... Coming in the first quarter of 2008 to the Atlanta market are **Cee-Lite illuminated Bus Kings** that will provide advertisers with an opportunity to impact vehicular and pedestrian traffic with a new, innovative and creative approach to bus ads. Outdoor is also replacing the existing MARTA shelters with newly designed, contemporary structures that will give its Shelter and Wrapped Shelter displays a slicker, more upscale look. Plus, innovations in Rail Media are in the works, including the addition of grand-format floor graphics to the Station Saturation program and backlit displays to various other major MARTA stations.



● **CBS Outdoor** is positioned to capture the attention of the hip and trendy consumers in West Hollywood with an exclusive "**Bluetooth Zone**" Shelter Domination, combining the impact of a street level shelter with the interactivity of Bluetooth technology. The program allows passers-by to download video content, ring tones, podcasts and graphic offers on-the-go. ... In November, **Ford** enhanced a portion of their Bus Shelter program in Los Angeles with downloadable Bluetooth content. The program was designed to promote Ford's new SYNC feature, which is a voice activated, in-car system that also uses Bluetooth technology. This was a spot-on media placement for the client that was searching for ways to reinforce the ease of using Bluetooth.

● In November, in a move designed to spur revenue growth through organic and new market development, **Clive Punter**, CEO **CBS Outdoor International** announced a major restructure in his division. The company created an International Central Executive team including a Development team, tasked with significantly growing the size of the business over five years through new territories and contracts. The new structure also simplifies reporting in the company's continental European markets to

shorten the lines of communications and enable better central support of local managing directors.

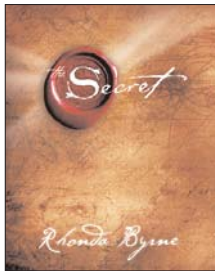
● In November, **CBS Outdoor** formed a direct relationship with the **Italian Tourism Board** to develop a program that comprised 95% of their total US ad expenditure. The campaign -- which saturated New York, Chicago, Dallas, Houston, LA, Atlanta and Toronto -- promoted Italy as a destination for culture, meetings, relaxation and all its amenities.

● In December, **CBS Outdoor Latino** took over four Los Angeles subway stations for the **Spanish Broadcasting System** -- the #1 Hispanic and radio market in the country. ... In February 2008, CBS Outdoor launched the largest out-of-home campaign ever in Puerto Rico for **McDonald's**, providing year-round coverage throughout San Juan and other key cities on the island. In addition to the permanent presence, McDonald's will have 5-6 "tactical" flights promoting specific products throughout the year. ... Also in February, CBS Outdoor Latino put together a campaign for **GOLTV** "All Soccer Network" that targets the Mexican soccer fan population living in Houston. ... Plus, **Al Día**, the Spanish language newspaper of The Dallas Morning News, announced the launch of a brand new advertising campaign, utilizing multiple media vehicles for the first time in order to reach the growing Hispanic population in Dallas/-Fort Worth. The new campaign features 30- and 15-second television commercials on several stations in the Dallas-Fort Worth area and billboards with **CBS Outdoor Latino**.

**And...** **CBS Outdoor** has launched a new digital billboard located on one of the most traveled highways in South Florida. Reaching more than 166,000 daily commuters each day, it is strategically placed in the heart of Ft. Lauderdale, targeting commuters heading toward the local International Airport and other major points of interest. All six digital ads spots were sold to Land Rover for the entire 4th quarter. ... On one of the busiest highways in Central Florida, **Ford Motor Co.** made the most of their remaining 2007 advertising campaign by rotating 2008 model vehicles on the inaugural flips of **CBS Outdoor's** first state-of-the-art digital billboard in Orlando. ... **CBS Outdoor** dominated Canada's 2007 *Media Innovation Awards* which recognize campaigns demonstrating innovative and effective media use. CBS Outdoor clients won 10 of 12 prizes. (Continued on page 12)



## PUBLISHING



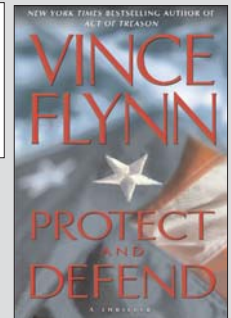
● In 2007, Simon & Schuster had 140 New York Times bestsellers for the full year, 17 of which were #1 bestsellers. Also in 2007 S&S had nine titles recognized in Publisher's Weekly's "Best Books of the Year 2007" list; seven titles named as notable books of 2007 by the New York Times Book Review; four of the top 10 titles on The Nielsen Company's Top 10 Book Sales for Adult Non-Fiction (including #1, "The Secret" by Rhonda Byrne); and two titles named on Time Magazine's annual Best Books lists.

- In 2007, digital downloads of audio books increased nearly 100 percent.
- In January, S&S Children's Publishing and **Ball State University** announced a partnership to bring S&S authors and illustrators into more than 30,000 schools nationwide through live, interactive Web broadcasts.
- Internationally, S&S U.K. posted its best year ever in 2007, and S&S Canada and Australia continue to grow at a rapid pace.

**And...** On Jan. 20, **Jeannette Walls'** memoirs of her unusual, nonconformist childhood -- "The Glass Castle" -- enters its 104th consecutive week (3rd year) on the New York Times Paperback Nonfiction Bestseller List. The Scribner title has roughly two million copies in print, with more on the way. ... In a hotly contested auction, the **Simon & Schuster** imprint **Scribner** acquires world and audio rights to publish "10-10-10" by **Suzy Welch**, coauthor (with husband former GE Chairman and CEO **Jack Welch**) of the #1 Wall Street Journal and New York Times bestseller "Winning" and popular O, The Oprah Magazine and BusinessWeek columnist. ... S&S imprint **Threshold Editions** has acquired the highly-anticipated memoir by **Karl Rove**, President **George W. Bush's** former Deputy White House Chief of Staff.

UPDATE is published by CBS Communications Group  
**Gil Schwartz**, Executive Vice President  
**Richard Wien**, Editor

## CBS FILMS AND SIMON & SCHUSTER IN FILM AND PUBLISHING DEAL FOR BEST-SELLING AUTHOR VINCE FLYNN



In February, CBS Films and Simon & Schuster/Atria Books announced that they had reached film and publishing agreements with best-selling author **Vince Flynn** for upcoming projects based on his popular character, counter-terrorism operative **Mitch Rapp**.

There are over 10 million copies of Flynn's books in print in the U.S., and with his most recent book -- "Protect and Defend" -- he joined the ranks of those select few authors who can immediately claim the #1 spot on hardcover bestseller lists in their first week on sale. Flynn's new agreement with Atria and Simon & Schuster is a four book global publishing deal for all world rights, including paperbacks from **Pocket Books**, translation and audio.

CBS Films has optioned the rights for the Rapp character with the intention of creating an action-thriller movie franchise. **Lorenzo di Bonaventura** ("Transformers" and **Stephen King's** "1408") and **Nick Wechsler** ("We Own The Night") are in negotiations to produce the films.

**Post Notes:** In January, **Priscilla Painton** was named Editor in Chief of the Simon & Schuster adult trade imprint. ... In February, **Elinor Hirschhorn** was named to the newly created position of Executive Vice President, Chief Digital Officer of Simon & Schuster, Inc.

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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, 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

February 2008

## CBS Network Time-Period-Winning Programs<sup>(1)</sup>

<i>Criminal Minds</i>	<i>Numb3rs</i>
<i>CSI: Crime Scene Investigation</i>	<i>Survivor China</i>
<i>CSI: NY</i>	<i>Without a Trace</i>
<i>CSI: Miami</i>	<i>Survivor: Micronesia</i>
<i>NCIS</i>	<i>60 Minutes</i>

(1) NTI, Nielsen Media Research. Average audience. 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 9/24/07 - 2/17/08.

## TV Production (Network and First-Run)<sup>(2)</sup>

### New Series In Bold

<b><i>Aliens in America (CW)</i></b>	<i>The Game (CW)</i>
<i>Amazing Race (CBS)</i>	<i>Ghost Whisperer (CBS)</i>
<i>America's Next Top Model (CW)</i>	<i>Girlfriends (CW)</i>
<b><i>Cane (CBS)</i></b>	<b><i>GossipGirl (CW)</i></b>
<b><i>The Captain (CBS) midseason</i></b>	<i>Jericho(CBS) midseason</i>
<b><i>Cleaner (A&amp;E)</i></b>	<i>Medium (NBC)</i>
<i>Cold Case (CBS)</i>	<i>NCIS (CBS)</i>
<i>Criminal Minds (CBS)</i>	<i>Numb3rs (CBS)</i>
<i>CSI (CBS)</i>	<i>Rules of Engagement (CBS)</i>
<i>CSI: Miami (CBS)</i>	<i>Survivor (CBS)</i>
<i>CSI: New York (CBS)</i>	<b><i>Swingtown (midseason)</i></b>
<i>Everybody Hates Chris (CW)</i>	<i>Without a Trace (CBS)</i>
<i>Flashpoint(CBS)</i>	

(2) Represents current shows CBS Corporation produces, owns an equity stake in and/or distributes as of 2.26.08.

### First-Run Syndication Programs

<i>Dr. Phil</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>Montel Williams Show, The</i>
<i>Inside Edition Weekend</i>	<i>Mr. Food</i>
<i>Insider, The</i>	<i>Oprah Winfrey Show, The</i>
<i>Insider Weekend, The</i>	<i>Rachael Ray</i>
<i>Jeopardy!</i>	<i>Wheel of Fortune</i>
<i>Jeopardy! Weekend</i>	<i>Wheel of Fortune Weekend</i>

## Showtime Networks Subscribers<sup>(3)</sup>

(in millions)	2006	2007
<b>Showtime Networks</b>	49.2	54.8

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

## CBS Radio Revenue Ranking in Top 10 Markets<sup>(4)</sup>

Market	Rank
New York	No. 1
Los Angeles	No. 1
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 Spot Performance Summary", for the period YTD December 2007, per Miller, Kaplan, Arase & Co., LLP.

## Simon & Schuster's New York Times Best Sellers<sup>(5)</sup>

Title	Author	Rank	Weeks on List
<b>Hardcover Fiction:</b>			
<i>Duma Key</i>	Stephen King	3	3
<b>Hardcover Nonfiction:</b>			
<i>An Inconvenient Book</i>	Glenn Beck and Kevin Balfe	2	12
<b>Paperback Trade Fiction:</b>			
<i>Nineteen Minutes</i>	Jodi Picoult	6	1
<i>The Other Boleyn Girl</i>	Philippa Gregory	9	3
<b>Paperback Mass-Market Fiction:</b>			
<i>The Watchman</i>	Robert Crais	17	2
<b>Paperback Nonfiction:</b>			
<i>The Glass Castle</i>	Jeannette Walls	7	109
<i>John Adams</i>	David McCullough	16	25
<b>Advice, How-To and Miscellaneous:</b>			
<i>The Secret</i>	Rhonda Byrne	1	57
<i>YOU: Staying Young</i>	Michael F. Roizen and Mehmet C. Oz	2	15
<i>Become a Better You</i>	Joel Osteen	4	17
<i>Does This Clutter Make My Butt Look Fat?</i>	Peter Walsh	6	1
<i>Jim Cramer's Stay Mad for Life</i>	James J. Cramer with Cliff Mason	9	7
<b>Advice, How-To and Miscellaneous Paperback:</b>			
<i>The Speed of Trust</i>	Stephen M. R. Covey with Rebecca R. Merrill	3	1
<b>Children's Picture:</b>			
<i>Smash! Crash!</i>	Jon Scieszka	5	5
<b>Children's Chapter:</b>			
<i>The Nixie's Song</i>	Tony DiTerlizzi and Holly Black	3	17
<i>Extras</i>	Scott Westerfeld	7	16
<b>Children's Paperback:</b>			
<i>Pretties</i>	Scott Westerfeld	7	10
<i>Burned</i>	Ellen Hopkins	10	7
<b>Children's Series:</b>			
<i>The Spiderwick Chronicles</i>	Tony DiTerlizzi and Holly Black	3	56

(5) *The New York Times*, 02.24.08

February 2008 – Continued

CBS Corporation Major-Market Media Presence As of February 15, 2008 in the Top 25 U.S. Radio Markets

Market and Market Rank(1)	Radio			Television			Outdoor
	Stations	AM/FM	Format	Stations	Type/Channel	Network Affiliation	Display Type
New York, NY	WCBS	FM	Classic Hits	WCBS-TV	VHF/2	CBS	Subways, Billboards
	WCBS	AM	News				Bulletins, Walls,
	#1—Radio	WFAN	AM	Sports			Trestles,
	#1—Television	WINS	AM	News			"Spectacular Signage,"
		WWFS	FM	Adult Contemporary			Mall Posters
	WXRK	FM	Active /Alternative Rock				
Los Angeles, CA	KCBS	FM	Adult Hits ("Jack")	KCAL-TV	VHF/9	Independent	Bus, Bus Shelters,
	KFWB	AM	News	KCBS-TV	VHF/2	CBS	Rail, Kiosks,
	#2—Radio	KLSX	FM	FM Talk			Bulletins, Walls,
	#2—Television	KNX	AM	News			Posters, Mall Posters
		KROQ	FM	Alternative Rock			
		KRTH	FM	Classic Hits			
	KTWV	FM	Smooth Jazz				
Chicago, IL	WBBM	FM	Rhythmic Contemporary Hit Radio	WBBM-TV	VHF/2	CBS	Bus, Bus Shelters, Bulletins, Posters, Mall Posters, Walls
	#3—Radio	WBBM	AM	News			Digital Billboards
	#3—Television	WCFS	FM	Adult Contemporary			
		WJMK	FM	Adult Hits ("Jack")			
		WSCR	AM	Sports			
		WUSN	FM	Country			
	WXRT	FM	Adult Album Alternative				
San Francisco, CA	KCBS	AM	News	KPIX-TV	VHF/5	CBS	Bus, Bus Shelters,
	KMVK	FM	Rhythmic AC	KBCW-TV	UHF/44	The CW	Rail, Cable Cars,
	#4—Radio	KITS	FM	Alternative Rock			Bulletins, Walls,
	#6—Television	KLLC	FM	Hot Adult Contemporary			Posters, Mall Posters
		KYCY	AM	Talk (Podcasting)			
	KFRC	FM	Classic Hits				
Dallas-Fort Worth, TX	KLUV	FM	Classic Hits	KTVT-TV	VHF/11	CBS	Walls, Bulletins, Mall
	KMVK	FM	Rhythmic AC	KTXA-TV	UHF/21	Independent	Posters, Kiosks
	#5—Radio	KJKK	FM	Adult Hits ("Jack")			
	#5—Television	KRLD	AM	News/Talk			
		KVIL	FM	Adult Contemporary			
	KLLI	FM	FM Talk				
Houston, TX	KHJZ	FM	Smooth Jazz				Bulletins, Mall
	KIKK	AM	News				Posters
	#6—Radio	KILT	FM	Country			
	#10—Television	KILT	AM	Sports			
Philadelphia, PA	KYW	AM	News	KYW-TV	VHF/3	CBS	Bus Shelters, Rail,
	WIP	AM	Sports	WPSG-TV	UHF/57	The CW	Bulletins, Mall
	#7—Radio	WOGL	FM	Classic Hits			Posters
	#4—Television	WPHT	AM	News/Talk			
	WYSP	FM	Active/Alternative Rock				
Atlanta, GA	WAOK	AM	News/Talk	WUPA-TV	UHF/69	The CW	Bus, Bus Shelters,
	WVEE	FM	Urban				Rail, Bulletins,
	#8—Radio #8—Television	WZGC	FM	Adult Album Alternative			Posters, Mall Posters
Washington, D.C.	WTGB	FM	Adult Album Alternative				Bus, Rail, Mall Posters, Walls
	#9—Radio	WLZL	FM	Spanish-Tropical			
	#9—Television	WJFK	FM	FM Talk			
		WPGC	FM	Urban			
	WPGC	AM	Gospel				



**February 2008 – Continued**

<b>Market and Market Rank(1)</b>	<b>Radio Stations</b>	<b>AM/FM</b>	<b>Radio Station Format</b>	<b>TV Stations</b>	<b>TV Station Type/ Channel</b>	<b>TV Station Network Affiliation</b>	<b>Outdoor Display Type</b>
Boston, MA	WBCN	FM	Active/Alternative Rock	WBZ-TV	VHF/4	CBS	Bulletins
<i>#10—Radio</i>	WBMX	FM	Hot Adult Contemporary	WSBK-TV	UHF/38	Independent	
<i>#7—Television</i>	WBZ	AM	News				
	WODS	FM	Classic Hits				
	WZLX	FM	Classic Rock				
Detroit, MI	WXYT	FM	Sports	WKBD-TV	UHF/50	The CW	Bus, Bulletins
	WOMC	FM	Classic Hits	WWJ-TV	UHF/62	CBS	Posters, Mall Posters
<i>#11—Radio</i>	WVMV	FM	Smooth Jazz				
<i>#11—Television</i>	WWJ	AM	News				
	WXYT	AM	Sports				
	WYCD	FM	Country				
Miami-Ft. Lauderdale, FL				WFOR-TV WBFS-TV	VHF/4 UHF/33	CBS My Network TV	Bulletins, Bus, Rail, Mall Posters, Kiosks
<i>#12—Radio</i>							
<i>#16—Television</i>							
Puerto Rico							Bulletins, Posters
<i>#13—Radio</i>							
Seattle-Tacoma, WA	KBKS	FM	Contemporary Hit Radio	KSTW-TV	VHF/11	The CW	Bulletins, Posters, Mall Posters
<i>#14—Radio</i>	KMPS	FM	Country				
<i>#14—Television</i>	KPTK	AM	News/Talk				
	KJAQ	FM	Classic Hits ("Jack")				
	KZOK	FM	Classic Rock				
Phoenix, AZ	KOOL	FM	Classic Hits				Bus Shelters, Bulletins,
<i>#15—Radio</i>	KZON	FM	Rhythmic Contemporary Hit Radio				Posters, Mall Posters, Benches, Walls
<i>#12—Television</i>	KMLE	FM	Country				
Minneapolis, MN	WCCO	AM	News/Talk	WCCO-TV	VHF/4	CBS	Bulletins, Mall
	WLTE	FM	Adult Contemporary	KCCO-TV	Satellite	CBS	Posters, Bus Shelters
<i>#16—Radio</i>	KZJK	FM	Adult Hits ("Jack")	KCCW-TV	Satellite	CBS	
<i>#15—Television</i>							
San Diego, CA	KSCF	FM	Hot Adult Contemporary				Bus Shelters, Bulletins, Posters, Mall Posters
<i>#17—Radio</i>	KYXY	FM	Adult Contemporary				
<i>#27—Television</i>							
Nassau-Suffolk, NY(2)							Bulletins
<i>#18—Radio</i>							
Tampa-St. Petersburg, FL	WLLD	FM	Rhythmic Contemporary Hit Radio	WTOG-TV	UHF/44	The CW	Bulletins, Mall Posters
<i>#19—Radio</i>	WQYK	FM	Country				
<i>#13—Television</i>	WQYK	AM	Sports				
	WYUU	FM	Spanish				
	WRBQ	FM	Classic Hits				
	WSJT	FM	Smooth Jazz				
St. Louis, MO	KEZK	FM	Adult Contemporary				Bulletins, Posters,
	KMOX	AM	News/Talk				Mall Posters
<i>#20—Radio</i>	KYKY	FM	Hot Adult				
<i>#21—Television</i>			Contemporary				

**February 2008 – Continued**

<b>Market and Market Rank(1)</b>	<b>Radio Stations</b>	<b>AM/FM</b>	<b>Radio Station Format</b>	<b>TV Stations</b>	<b>TV Station Type/ Channel</b>	<b>TV Station Network Affiliation</b>	<b>Outdoor Display Type</b>
Baltimore, MD	WJFK	AM	Sports	WJZ-TV	VHF/13	CBS	Mall Posters, Bus Shelters
	WLIF	FM	Adult Contemporary				
<i>#21—Radio</i>	WQSR	FM	Adult Hits ("Jack")				
<i>#24—Television</i>	WWMX		Hot Adult Contemporary				
	WHFS	FM	FM Talk				
Denver, CO	KWLI	FM	Country	KCNC-TV	VHF/4	CBS	Bus Shelters, Bulletins, Posters, Mall Posters
<i>#22—Radio</i>							
<i>#18—Television</i>	KIMN	FM	Hot Adult Contemporary				
	KXKL	FM	Classic Hits				
Portland, OR	KVMX	FM	Rhythmic AC				Bulletins, Mall Posters, Posters
	KINK	FM	Adult Album				
<i>#23—Radio</i>			Alternative				
<i>#23—Television</i>	KLTH	FM	Classic Hits				
	KUFO	FM	Active Rock				
	KUPL	FM	Country				
	KCMD	AM	Comedy				
Pittsburgh, PA	KDKA	AM	News/Talk	KDKA-TV	VHF/2	CBS	Bulletins, Mall Posters
	WBZW	FM	Contemporary Hit Radio	WPCW-TV	UHF/19	The CW	
<i>#24—Radio</i>							
<i>#22—Television</i>	WDSY	FM	Country				
	WZPT	FM	Hot Adult Contemporary				
Charlotte, NC	WSOC	FM	Country				
	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 2007 Radio Market Ranking as provided by Arbitron Inc. Television market rank based on Nielsen Station Index—DMA Market and Demographic Rank, September 2007.

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

**February 2008 – Continued**

**CBS Television Distribution: Off-Network Syndicated Product\***

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

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

	<b>Unique Monthly Visitors</b>	<b>Approximate Internet Reach</b>
<b>CBS Interactive Web Sites</b>	24 Million	15%
<b>CBS Audience Network Web Sites</b>	130 Million	80%

Source: Nielsen NetRatings Averages for October - December 2007.

**CBS Interactive Web Sites as of February 26, 2008**

CBS.com  
 CBS News.com  
 CBSSports.com  
 CSTV.com  
 CBS Radio Station Web Sites  
 CBS Television Station Web Sites  
 Dotspotter.com  
 MaxPreps.com  
 Last.fm  
 Wallstrip.com

**CBS Audience Network Distribution Partners as of February 26, 2008**

Adobe	Mixercast
AOL	MSN
Automattic	Musestorm
Bebo	Netvibes
Brightcove	Ning
Blinkx	RockYou!
Chumby	Slide
Clearspring	Sling
Comcast	Snap
CNET	TV.com
DAVE Networks	TVGuide.com
Goowy Media	Veoh
Joost	VideoEgg
meebo	Voxant
MeeVee	vSocial
Minekey	



## February 2008 – Continued

### CSTV (To be re-named THE CBS COLLEGE SPORTS NETWORK) Online Partners as of February 26, 2008

#### Colleges/Universities

Adelphi • aupanthers.com  
Adrian • adrianbulldogs.com  
Air Force • goairforcefalcons.com  
UAB • uabsports.com  
Alabama A&M • aamusports.com  
Alabama State • bamastatesports.com  
Alaska-Fairbanks • alaskananoos.com  
American • aueagles.com  
Arizona State • theundevils.com  
Auburn • auburntigers.com  
Babson • babsonathletics.com  
Baylor • bayorbears.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 • ucavisaggies.com  
UC Irvine • ucirvinesports.com  
UCLA • uclabruins.com  
UC Santa Barbara • ucsbgauchos.com  
Cal State Fullerton • fullertontitans.com  
Carson-Newman • carsonnewman eagles.com  
UCF • ucfathletics.com  
Chaminade • goswords.com  
Charlotte • charlotte49ers.com  
Christian Brothers • gobucs.com  
Cincinnati • gobearcats.com  
Clemson • clemsontigers.com  
Cleveland State • csu vikings.com  
Colorado State • csurams.com  
Davenport • dupanthers.com  
Dayton • daytonflyers.com  
Dominican (Ill.) • dustars.com  
Duquesne • goduquesne.com  
East Carolina • ecupirates.com  
Eastern Washington • goeags.com  
Elizabeth City State • ecsu vikings.com  
Emmanuel • goecsaints.com  
Endicott • ecgulls.com  
Fayetteville State • fsu broncos.com  
Florida A&M • thefamurattlers.com  
Florida Atlantic • fausports.com  
Florida State • seminole.com  
Fordham • fordham sports.com  
Franklin & Marshall • godiplomats.com  
Fresno State • gobulldogs.com  
Furman • furmanpaladins.com  
George Mason • gmusports.com  
George Washington • gwsports.com  
Georgetown • guhoyas.com  
Georgia Tech • ramblinreck.com  
Gonzaga • gozags.com  
Grand Valley State • gvsulakers.com  
Hardin-Simmons • hsuathletics.com  
Holy Cross • goholycross.com  
Houston • uhcougars.com  
Idaho State • isubengals.com  
Illinois • fightingillini.com  
Illinois-Chicago • ucflames.com  
Illinois State • goredbirds.com  
Indiana • iuhoosiers.com  
IPFW • gomastodons.com  
Iowa • hawkkeysports.com  
Jackson State • jsutigers.com  
Jacksonville • judolphins.com  
Johns Hopkins • hopkinssports.com  
Johnson C. Smith • goldenbullsports.com  
Kansas • kuathletics.com  
Kennesaw State • ksuowls.com  
La Salle • goexplorers.com  
Lafayette • goleopards.com  
Lake Superior State • lsulakers.com  
Lamar • lamarcardinals.com  
Lewis • lewisflyers.com  
Lipscomb • lipscombsports.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  
MIT • mitathletics.com  
McNeese State • mcneesesports.com  
Memphis • gotigersgo.com  
Mercyhurst • hurstathletics.com  
Metro State • gometrostato.com  
Miami (Fla.) • hurricanepoints.com  
Miami (Ohio) • muredhawks.com  
Michigan State • msuspartans.com  
Mid-America Christian • macuathletics.com  
Missouri • mutigers.com  
Navy • navysports.com  
Neumann • neumannathletics.com  
UNLV • unlvrebels.com  
NJ Institute of Technology • njhighlanders.com  
New Mexico • golobos.com  
Nicholls State • goauxcolonels.com  
North Carolina • tarheelblues.com  
North Carolina Central • nccueaglepride.com  
Northeastern Junior College • gonjc.com  
Northern Colorado • uncubears.com  
Northern Illinois • niuhuskies.com  
Northern Iowa • unipanthers.com  
Northwestern • nusports.com  
Notre Dame • und.com  
Ohio • ohio bobcats.com  
Oklahoma • soonersports.com  
Old Dominion • odusports.com  
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  
Saint Mary's (Calif.) • smogaels.com  
St. Thomas • stubobcats.com  
Samford • samford sports.com  
San Diego • usdtoreros.com  
San Diego State • goaztecs.com  
San Francisco • usfdons.com  
Santa Clara • santacalarabroncos.com  
Siena • sienasaints.com  
Slippery Rock • rockathletics.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 (Texas) • southwestpirates.com  
Stanford • gostanford.com  
Stephen F. Austin • sfajacks.com  
Stony Brook • goseawolves.org  
Temple • owlsports.com  
Texas-Arlington • utamavs.com  
UTEP • utepathletics.com  
Texas-Pan American • utpabroncs.com  
Texas A&M-Commerce • lionathletics.com  
Texas A&M International • godustdevils.com  
TCU • gofrogs.com  
Texas State • txstatebobcats.com  
Texas Tech • texastech.com  
Tulane • tulane greenwave.com  
Tulsa • tulsahurricane.com  
Upper Iowa • upperiowaathletics.com  
Utah • utahutes.com  
Utah State • utahstateaggies.com  
Utah Valley State • wolverinegreen.com  
Vanderbilt • vucommodores.com  
Villanova • villanova.com  
Wagner • wagnerathletics.com  
Wake Forest • wakeforestsports.com  
Washington • gohuskies.com  
Washington State • wsucougars.com  
Wayne State (Mich.) • wsuathletics.com  
West Florida • goargos.com  
West Texas A&M • gobuffsgo.com  
Western Carolina • catamountsports.com  
Western Washington • wvu vikings.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  
Big 12 Conference • big12sports.com  
Black Coaches & Administrators • bcasports.org  
Central Collegiate Hockey Association • ccha.com  
Conference USA • conferenceusa.com  
Gauntlet Trophy • gauntlettrophy.com  
Great West Football • greatwestfootball.com  
Heisman Trophy • heisman.com  
Horizon League • horizonleague.org  
Jaguar Journal • jaguarjournal.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  
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  
Texas vs. The Nation • texasvs thenation.com  
U.S. Lacrosse • laxmagazine.com  
U.S. Track & Field and Cross Country Coaches • ustfccca.com  
West Coast Conference • wccsports.com  
Western Collegiate Hockey Association • wcha.com  
Wooden Award • woodenaward.com

#### Affiliates

American Legion • baseball.legion.org  
Arizona • arizonaathletics.com  
Ashland • ashland.edu/athletics  
Big West Conference • biggestwest.org  
BYU • byucougars.com  
Cal Poly • gopoly.com  
Carleton • carleton.edu/athletics  
Clarkson • clarksonathletics.com  
Colgate • colgateaiders.com  
Connecticut • uconnhuskies.com  
Creighton • gocreighton.com  
Detroit Mercy • detroitians.com  
Fairfield • fairfieldstags.com  
Ferris State • ferris.edu/sports  
Findlay • athletics.findlay.edu  
Florida • gatorzone.com  
Gannon • gannon.edu/sports  
Great Lakes Intercollegiate Athletic Conference • gliac.org  
Hillsdale • hillsdale.edu/athletics  
Indianapolis • athletics.iuindy.edu  
Lynn • lynn.edu/athletics  
Manhattanville • govaliants.com  
Massachusetts-Lowell • goriverhawks.com  
Michigan • mgoblue.com  
NCAA • ncaa.com  
National Fastpitch Coaches Association • nfca.org  
Nebraska-Omaha • gomavs.uomaha.edu  
Niagara • purpleeagles.com  
Northern Michigan • newsbureau.nmu.edu/wildcats  
Northwood • northwood.edu/mi/athletics  
Paradise Jam • paradisejam.com  
Rutgers • scarletknights.com  
Saginaw Valley State • svsu.edu/athletics  
Southeastern Conference • secsports.com  
Texas-Tyler • uttyler.edu/athletics  
Texas A&M • aggieathletics.com  
USA Softball • usasoftware.com  
Valparaiso • valpo.edu/athletics  
Vermont • uvrm.edu/athletics  
West Virginia • msnspostnet.com  
Western Michigan • wmbroncos.com  
Youngstown State • ysu.edu/athletics