

For Immediate Release

2 VIP Tickets to Los Premios MTV up for Auction

MTV Latin America's Donation to Benefit PADF Programs in Latin American & Caribbean

Washington, D.C., Sept. 29, 2009 – Two VIP tickets to Los Premios MTV 2009 in Los Angeles – including a Red Carpet experience and After Party – will be auctioned off to benefit the least fortunate in Latin America and the Caribbean, the Pan American Development Foundation (PADF) announced.

“Los Premios MTV 2009 is one of the biggest events for Latino music,” says Amy Coughenour, Deputy Executive Director of PADF. “This is an excellent way to combine the excitement of Los Premios with support for our neighbors with the greatest needs.”

Donated by MTV Latin America, the tickets to the Oct. 15 show in Los Angeles are available on www.CharityBuzz.com, an online auction site for non-profit organizations. The tickets, valued at \$3,000, have a starting bid of \$500. The page is: https://www.charitybuzz.com/catalog_items/1010032.

The auction starts today and closes on Wednesday, Oct. 7. Restrictions apply.

Heroes of the Hemisphere

MTV Latin America's donation of two tickets to Los Premios MTV 2009 is part of a commitment to PADF and its 2009 Heroes of the Hemisphere initiative. On Saturday, Oct. 24, PADF and its supporters will recognize five “Heroes” from Colombia, Cuba, El Salvador and Haiti who have worked to improve their communities. The event will take place in Miami.

More than 350 leaders in business, government, diplomacy and entertainment will attend the 2009 Heroes of the Hemisphere. The President of Haiti, the Secretary General of the Organization of American States and the Assistant Secretary General of the OAS, among others have confirmed.

The celebrities who will attend include Jimmy Jean-Louis (“The Haitian” on NBC’s “Heroes”), Ron Duprat (Bravo’s “Top Chef”) and Satcha Pretto Padilla (Univision’s “Primer Impacto Fin de Semana”).

PADF's Heroes of the Hemisphere will be held on Royal Caribbean Cruises Limited's ship *Liberty of the Seas*, which will be docked at the Port of Miami. More information is available at: www.HeroesoftheHemisphere.org or (877) 909-HERO (4376).

Since RCCL is hosting the event, proceeds will be used for programs and beneficiaries. In addition to RCCL, the 2009 Heroes of the Hemisphere's partners include MTV Latin America, Sony Music, Univision, the Center for Hemispheric Policy, the social marketing agency Interlex of San Antonio, Chevron, Greenberg Traurig, Citi and Caterpillar.

About PADF

PADF is an independent, non-profit organization that creates public-private partnerships to assist the least advantaged people in Latin America and the Caribbean.

Through these partnerships and as a unique affiliate of the Organization of American States, PADF creates economic opportunities, strengthens communities and prepares for and responds to natural disasters.

Having worked in every country in the region, PADF engages community-based groups, governments and the private sector in the process of implementing appropriate solutions for sustainable development.

In the past year, more than 4.5 million people in 17 countries benefited from PADF and its programs. www.padf.org

About MTV Networks Latin America

MTV Networks Latin America, Inc., a unit of Viacom Inc. (NYSE: VIA, VIA.B), owns and operates MTV Latin America, Nickelodeon Latin America, Nick Jr. Latin America, Vh1 Latin America, Vh1 Classic and Viacom Networks Brazil (which operates Nickelodeon and Vh1 Brazil), and MTV Networks Digital Suite, a package of four digital services – MTV Jams, MTV Hits, Vh1 Classic and Vh1 Soul. MTV Networks Latin America also carries the pan-territorial high definition channel, MTV Networks High Definition (MTVNHD).

Customized versions of the brands in Spanish and Portuguese can be seen throughout Latin America in more than 20 countries. MTV Networks Latin America also connects with its audience via its websites: www.MTVla.com, www.MTVRevolution.com, www.LaZona.com, www.Mundonick.com,

www.Mundonick.com/NickTurbo, www.Neopets.com, www.Vh1la.com, www.Vh1Brasil.com.br and www.Vspot.br.

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