



ABS Contact:
Penny Hill
Tel: +65 8189 8835
Email: penny@absatellite.net



VIMN Contact:
Ching Yee Wong
Tel: + 65 6420 7154
Email: wong.chingyee@mtv-asia.com

PRESS RELEASE

VIACOM INTERNATIONAL MEDIA NETWORKS EXPANDS NICK JR. AND MTVNHD DISTRIBUTION ON ASIA BROADCAST SATELLITE

Hong Kong, 1 June 2011 – Viacom International Media Networks (VIMN), a unit of Viacom Inc (NYSE: VIA and VIA.B), has selected Asia Broadcast Satellite (ABS) to provide satellite broadcast of NICK JR. and MTVN HD. The channels will be distributed across the Asia Pacific region via the ABS-1 satellite's C-band video neighborhood, starting on 1st June.

ABS is providing an integrated broadcast solution to VIMN including turn-around, encryption, multiplexing, uplink and broadcast from Europe to Asia. MTVN HD will be VIMN's first all High Definition channel launched in Asia, and will be transmitted in 1080i format for optimal quality. NICK JR. will be in 576i SD format, and both channels will be broadcast via the B Beam of the ABS-1 satellite at its prime location of 75°E.

NICK JR., is one of the world's leading multi-platform entertainment brands for children and parents. Nick JR. features programming dedicated to stimulate, educate and excite young inquisitive minds with innovative and award winning shows such as Dora The Explorer, Go, Diego, Go!, Little Bill, Ni Hao, Kai-Lan, Blue's Clues and the Wonder Pets!. Nick JR. engages with children through connected learning and the "play to learn" philosophy.

MTVNHD, a brand new High Definition premium music channel, is the home of the very best that music can offer. It delivers the highest quality HD content from live music, music videos, music documentaries and original productions of bands and artists and cutting edge reality programs. MTVNHD programs include MTVNHD Live Vibrations, 360 sessions and Music Alphabet and more.

"This partnership with ABS enables us to support the growing demand for our new channels, NICK Jr. and MTVNHD, to important markets in the Asia region. This is in line with our on-going strategy to extend the coverage of NICK Jr. and MTVNHD on a global scale," said Tan Sher Li, Vice President and Head of Technology Viacom International Media Networks North and Southeast Asia. "

"ABS is very excited to collaborate with VIMN on this multi-year deal, launching its global channels in Asia using our ABS-1 HD video distribution platform, and we look forward to more future cooperation." said Tom Choi, CEO of Asia Broadcast Satellite. "Our strong value proposition and excellent coverage make ABS an ideal fit for HD and SD channel operators of all sizes."

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About Viacom International Media Networks

Viacom International Media Networks (VIMN), a unit of Viacom Inc. (NYSE: VIA, VIA.B), is comprised of many of the worlds' most popular multimedia entertainment brands including MTV, Nickelodeon, Comedy Central, BET, non-premium Paramount branded channels, VH1, VIVA, MTVNHD, Tr3s: MTV, Musica y Mas, TMF (The Music Factory), COLORS and Game One.

Press Contact:

Omar Gepiga
Senior Director, Brand Management
t: (65) 6420 7184 f: (65) 6221 9795 m: (65) 8198 0230
email: omar.gepiga@mtv-asia.com

Ching Yee Wong
Communications Manager
Viacom International Media Networks
t: (65) 6420 7154 f: (65) 6221 9795 m: (65) 9796 2104
email: wong.chingyee@mtv-asia.com

About Asia Broadcast Satellite

Asia Broadcast Satellite (ABS) is one of the fastest growing premium satellite operators in the world. ABS serves a global customer base with representatives in Asia, the Middle East, Europe and North America. ABS offers a complete range of End-to-End solutions including Direct to Home (DTH) and Cable TV distribution (CATV), Cellular Backhaul, VSAT and Internet Backbone services with diverse IP transit through its European and Asian internet gateways. ABS currently hosts over 175 TV channels making it as one of the fastest growing and top satellite distribution platforms and broadcaster of TV channels in the Asia Pacific.

ABS is rapidly expanding its satellite fleet and business worldwide through the recent acquisitions of ABS- 7 (formerly Koreasat-3), ABS-1A (formerly Koreasat-2) and ABS-5 (formerly Agila-2). ABS has also completed a strategic cooperation with Eutelsat for the ABS-1B/W75 satellite at 75°E. ABS is planning the launch of a new state-of-the-art high powered satellite, ABS-2, that is scheduled to become operational in 2013. ABS-2 will be located at the 75° East Longitude, ABS' prime orbital location covering four-fifths of the world's population across the Indian Ocean region.

ABS is committed to maintaining its aggressive growth through the announcement of more strategic partnerships, acquisitions and further additions to its satellite fleet of ABS-1, ABS-1A, ABS-1B, ABS-2, ABS-5 and ABS-7.

For more information, please visit the Company's website at www.absatellite.net