



For Immediate Release

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Viacom's MTV Networks Acquires Gorilla Nation's Quizilla.com for MTVN Kids and Family Group

Top User-Generated Teen Creative Community to Complement The N.com and NeoPets.com

New York, NY and Los Angeles, CA October 16, 2006 – MTV Networks (MTVN), a division of Viacom Inc. (NYSE: VIA - News, VIA.B - News), today announced that it has acquired Quizilla.com, an online, user-generated community of original teen authors (14 years and up) who create and share quizzes, fiction, non-fiction, poetry, polls, and other creative content. The Web site was acquired from Gorilla Nation Media, LLC, on behalf of the Nickelodeon/MTVN Kids and Family Group. The Jordan, Edmiston Group, Inc. (JEGI), the New York-based middle-market media investment banking firm, represented Gorilla Nation Media in this transaction.

Quizilla is a top-five online destination for female teens and will join the MTVN Kids and Family digital portfolio that includes popular teen sites The N.com and NeoPets.com. Quizilla.com drew 4.7 million unique visitors globally during September 2006, according to comScore Media Metrix. By combining Quizilla and the The N.com's The Click embedded video player, the Nickelodeon/MTVN Kids and Family Group will provide its female teen audience with a 360 degree, multi-platform entertainment experience and an unprecedented platform for creating and sharing creative content with their peers.

“Quizilla is a terrific company and another interactive and creative online environment that we are adding to MTV Networks' portfolio of targeted digital brands,” said Judy McGrath, Chairman and CEO, MTV Networks. “This marks another great step forward with our strategy of continuing to transform MTVN into a global, multi-platform entertainment company that engages our diverse audiences wherever, whenever and however they want.”

Quizilla joins the community of sites within the Nickelodeon/MTVN Kids and Family Group that serve preschoolers, kids, teens and parents. In August, MTVN acquired Shockwave.com and AddictingGames.com, adding two of the Internet's largest casual gaming sites to NeoPets and Nick.com to provide kids, “tweens” and families with a diverse mix of gaming experiences. In September, Nickelodeon launched its first parent targeted community site, ParentsConnect.com, in public beta. Most recently, Nickelodeon launched TurboNick 2.0 to provide kids with unprecedented broadband video features. The site has since averaged 19 million streams per week.

“The acquisition of Quizilla combined with The N.com and NeoPets will further deepen our already strong connection with our audience and provide them with new ways to experience our content on The N, as well as the ability to create and share their own creative ideas and passions through Quizilla,” said Cyma Zarghami, President, Nickelodeon and MTVN Kids and Family Group. “This is a great complement to our portfolio of brands that serve preschoolers, kids, teens, parents and families.”

Brian Fitzgerald, President, Gorilla Nation Media, LLC added, “This is a perfect example of property value in the mid-tail section of the Web, where our company is focused. If you know where to find it, how to grow and harvest it, then you can reap what you sow. This is the first of many successful ventures emerging from our growing owned and operated division.”

Founded in 2002, Quizilla originally launched as a site that helped users create, maintain and share only quizzes. As user-generated content became more popular, it evolved into a creative community for exchanging a wider variety of self-published works, including original fiction and nonfiction, poems and journals. Quizilla users today can create an original work, share it with friends, post on social networking sites such as MySpace, and view feedback from other readers. Users can also post photo albums, play games and read horoscopes.

About MTV Networks

MTV Networks, a unit of Viacom (NYSE: VIA, VIA.B), is one of the world’s leading creators of programming and content across all media platforms. With more than 130 channels worldwide, MTVN owns and operates the following television programming services: MTV: Music Television; MTV2; VH1; mtvU; Nickelodeon; Nick at Nite; Comedy Central; TV Land; Spike TV; CMT; Noggin; VH1 Classic; Logo; MTVN International; and The Digital Suite from MTV Networks, a package of 13 digital services. MTVN connects with its audiences through its robust consumer products businesses and its more than 100 interactive properties worldwide, including Atom Entertainment, GameTrailers.com, IFILM, Neopets, Xfire, Y2M, and online, broadband, wireless and interactive television services. MTVN also has licensing agreements, joint ventures and syndication deals, so all of its programming services can be seen worldwide.

About Gorilla Nation Media, LLC

Gorilla Nation is the world’s largest online ad sales representation company. The company represents over 400 leading Web publishers and sells high impact advertising programs to Fortune 500 brand advertisers and their agencies. Gorilla Nation’s Owned & Operated division cultivates high-potential properties through both creative content development and strategic marketing efforts. Working closely with its Web publisher partners, Gorilla Nation’s expertise within select vertical markets provides advertising clients the ability to build high impact, integrated, rich media programs across one of more properties to deliver superior audience reach. The company is committed to exceptional customer service, optimization and execution of creative media and promotional programs. Founded in 2001, Gorilla Nation is headquartered in Los Angeles, with offices in New York, Chicago and Toronto.

About JEGI

Founded in 1987, JEGI (www.jegi.com) is recognized as a leading provider of investment banking services on middle-market transactions in the media and information industries. JEGI has undertaken the sale of numerous entrepreneurial businesses and significant disposition engagements for a wide range of major media and information companies, including CNET, Dow Jones, Hearst, Jupitermedia, Pearson, Reed Elsevier, Thomson Corporation, United Business Media and VNU. JEGI has also advised on the sale of assets for a number of leading private equity funds, including Abry Partners, Frontenac Company, Housatonic Partners, Seaport Capital, Warburg Pincus and Wicks Group of Companies.

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