

## Vail Mountain's Eagle's Nest To Be Official 2006 Studio Headquarters For MTV Network's 'MHD'

**VAIL, Colo. – Nov. 15, 2005** – With majestic vistas of snow-capped peaks and acres of evergreens in the Colorado Rockies, MTV Networks Music Group, a division of Viacom Inc. (NYSE: VIA, VIAB), announced today that Vail Mountain would become the 2006 official studio headquarters of its new music HDTV channel, MHD. A custom-built studio will be located on top of Vail Mountain's Eagle's Nest at 10,350 feet above sea level and will be home to all original programming created specifically for the HDTV network, which is scheduled for launch January 16, 2006.

MHD will embrace the musical sensibilities of MTV Networks Music Group's MTV, VH1 and CMT brands and feature multiple genres – hip hop, rock, country, pop, reggaeton, soul and more – to cover the full spectrum of music enthusiasts. The channel will feature original music based programming as well as HDTV acquisitions and original content from the MTV, VH1, and CMT family of services including popular series such as MTV Unplugged, MTV2 \$2 Bill concerts, VH1 Storytellers and CMT Crossroads, as well as network specials including the MTV Video Music Awards and the CMT Music Awards. Distribution details for MHD and a full programming schedule will be announced closer to launch.

MHD's state-of-the-art glass-walled studio on Vail Mountain will provide a home base for Colorado native and current mtvU on-air personality George Oliphant, who will host new and original shows such as "MHD Top Ten" and "MHD Video Stew," live in-studio events and interviews with artists from the top of Vail Mountain as the VJ of MHD. Later in 2006, US Team freestyle skier and former University of Colorado wide receiver Jeremy Bloom will join George as an on-air VJ when he returns from the 2006 Winter Olympics in Turino, Italy. MHD will be in production at the studio throughout the peak ski season, starting December 15 and continuing through April 15, 2006.

"Early on, we identified a strong demand for a music channel presented in HDTV," said Tony Dunaif, Sr. Vice President of Business Development, MTV Networks Music Group. "Part of creating a channel that lives up to this technology is finding a studio location that showcases the programming in the most visually compelling way. I don't think we could have found a better locale to give viewers a spectacular backdrop for MHD than Vail and the Colorado Rockies," Dunaif added.

"Vail Mountain is proud to be selected as the official studio headquarters for MTV Networks Music Group's new HDTV channel, MHD," says Bill Jensen, COO and Senior Vice President of Vail Resorts. "This is a tremendous opportunity to showcase skiing and snowboarding in Colorado, and we truly appreciate being selected as the backdrop to launch MHD."

### About MTV Networks

MTV Networks, a unit of Viacom International Inc. (NYSE:VIA, VIA.B) is one of the world's leading creators of programming and content across all media platforms. MTV Networks, with more than 100 channels worldwide, 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, LOGO, MTVN INTERNATIONAL, and THE DIGITAL SUITE FROM MTV NETWORKS, a package of 13 digital services, all of these brands are trademarks of MTV Networks. MTV Networks connect with its audiences through its robust consumer products businesses and its more than 90 interactive properties worldwide, including online, broadband, wireless and interactive television services and also has licensing agreements, joint ventures, and syndication deals whereby all of its programming services can be seen worldwide.

### About Vail Resorts

Vail Resorts, Inc. is the leading mountain resort operator in the United States. The Company's subsidiaries operate the mountain resorts of Vail, Beaver Creek, Breckenridge and Keystone in Colorado, Heavenly in California and Nevada, and the Grand Teton Lodge Company in Jackson Hole, Wyo. The Company's subsidiary, RockResorts, a luxury resort hotel company, manages casually elegant properties across the United States. Vail Resorts Development Company is the real estate planning, development and construction subsidiary of Vail Resorts, Inc. Vail Resorts is a publicly held company traded on the New York Stock Exchange (NYSE: MTN). The Vail Resorts company website is [www.vailresorts.com](http://www.vailresorts.com) and consumer website is [www.snow.com](http://www.snow.com).

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