

FOR IMMEDIATE RELEASE



MTV2 & MOUNTAIN DEW SET THE STAGE TO GIVE ONE UNKNOWN BAND THEIR ULTIMATE BREAK WITH “MTV2’S DEW CIRCUIT BREAKOUT”

12 BANDS FROM THE “DEW MUSIC CIRCUIT” FACE-OFF IN WEEKLONG MTV2 TOURNAMENT BEGINNING MONDAY, NOVEMBER 22ND AT 9PM ET/ 6PM PT

Winning Band To Win The Ultimate “Breakout” With \$50,000, Weeklong Appearance on “MTV2 Rock” & Their Own “Bands A to Z” Page On MTV.com

New York, NY (November 8, 2004) – MTV2 today announced it will join forces with Mountain Dew and FreedomZone to give one lucky, unknown band their ultimate big break with “MTV2’s Dew Circuit Breakout.” Beginning Monday, November 22nd, MTV2 will host the twelve band semi-finalists from the “Dew Music Circuit,” as they compete head-to-head in a weeklong battle of the bands tournament on MTV2. Determined entirely by music fans voting on MTV2.com, MTV2 will narrow the field to three band finalists who will perform live on-air at MTV2’s Time Square Studios on Saturday, December 4th. Once again, voted on by the fans, the winner will get their ultimate break including \$50,000, their own “Bands A to Z” page on MTV.com, and will appear on “MTV2 Rock” for the week of December 6th at 8pm ET/5pm PT.

Each of the twelve semi-finalist bands competing survived Mountain Dew and FreedomZone’s “Dew Music Circuit” where they were judged and selected from a pool of over 100 other bands by college radio station directors nationwide. Now, facing the chance to join famous “Dew Music Circuit” alumni Yellowcard and Taking Back Sunday, each band will up the stakes and compete on “MTV2’s Dew Circuit Breakout.” Participating bands include:

BAND NAME	HOMETOWN
Aceyalone	Los Angeles, CA
Don’t Look Down	Vineland, NJ
EXO	Chicago, IL
Hawthorne Heights	Dayton, OH
Fifth Year Crush	Gainesville, FL
Jahi and the Life	Oakland, CA
Limitpoint	South Pasadena, CA
Mock Orange	New Burgh, IN

Stereo 360	Los Angeles, CA
The Kite-Eating Tree	Silverlake, CA
River City High	Richmond, VA
Zion-I	Oakland, CA

The first round of “MTV2’s Dew Circuit Breakout” competition will begin on MTV2 Monday, November 22nd and continue throughout the week. “MTV2’s Dew Circuit Breakout” semi-finals programming will include:

Monday, November 22nd at 9pm ET/6pm PT

Tune-in as MTV2 VJ Jim Shearer kicks off the competition and introduces the audience to The Kite-Eating Tree, Fifth Year Crush, Zion-I, and Limitpoint. Featuring in-depth profiles, interviews and performances, viewers will then have 24-hours to visit www.MTV2.com where they can vote for their favorite. The winner of the four bands will proceed to the final competition on December 4th. During this show viewers will also hear from “Dew Music Circuit” alumni Yellowcard on their early beginnings and their success since the Circuit.

Tuesday, November 23rd at 9pm ET/6pm PT

The competition will continue as MTV2 VJ Jim Shearer announces Monday night’s winner, and introduces the next set of semi-finalists. The MTV2 audience will meet EXO, Mock Orange, Jahi and the Life, and Hawthorne Heights with feature profiles on each band, interviews and performances. Fans will once again have 24-hours to visit www.MTV2.com to vote for their favorite. During this show fans will also hear from Taking Back Sunday on their “Dew Music Circuit” experience.

Wednesday, November 24th at 9pm ET/6pm PT

MTV2 VJ Jim Shearer will announce the winner of Tuesday’s show, and introduce the MTV2 audience to the last four semi-finalists which include Stereo 360, Don’t Look Down, Aceyalone, and River City High. Once again, fans will have 24-hours to vote for their favorite on www.MTV2.com. Viewers will also hear from Circuit alumni the Starting Line.

Thursday, November 25th at 9pm ET/6pm PT

In this half-hour special, MTV2 will recap the events from the three previous nights and announce the winner from Wednesday night’s show, airing complete profiles on each of the three finalists. Viewers will also be invited to vote at www.MTV2.com for their favorite up until the live finale on December 4th.

On ***Saturday, December 4th at 6pm ET/3pm PT*** MTV2 will air the “MTV2’s Dew Circuit Breakout Live Finale.” Hosted by MTV2 VJ Jim Shearer, each of the three band finalists from the previous week will appear at MTV2’s studios in Times Square to perform a song off their current album for a live studio audience. Each band will then be critiqued by MTV alumni and Sony A&R executive Matt Pinfield, along with Circuit alumni Yellowcard who will also take the stage to perform. Music fans will be able to vote live on MTV2.com during the one-hour special for the one band they feel deserves

to “breakout” above all the others. The winner of “MTV2’s Dew Circuit Breakout” will be announced live on-air and will hit the stage for celebratory second performance, plus walk away with \$50,000, appear on “MTV2 Rock” throughout the week of December 6th at 8pm ET/5pm PT, and receive their own “Bands A to Z” page on MTV.com.

For complete details on “MTV2’s Dew Circuit Breakout” including band information, show dates, and much more, www.MTV2.com.

“MTV2’s Dew Circuit Breakout” is an MTV2 Production, in association with Mountain Dew and FreedomZone.

Mountain Dew is a registered trademark of PepsiCo, Inc.

Last year was the most watched year in MTV2 history, and Q1 2004 was the highest rated quarter in channel history among both total viewers (P2+) and P12-34. In addition, April 2004 was the highest rated month in channel history among P12-34. Now reaching more than 60 million homes, MTV2 is the 24-hour music network with an emphasis on showcasing new music, breaking artists, and interactivity. MTV2’s adventurous programming mix reflects its commitment to providing fans access to the music and artists they love through 24-hours of music videos and a variety of genre music video shows including: hip-hop, rock, and soul.

MTV Networks, a division of Viacom International Inc. (NYSE: VIA, VIA.B), owns and operates the following television programming services -- MTV: MUSIC TELEVISION, MTV2, mtvU, VHI, NICKELODEON, NICK at NITE, COMEDY CENTRAL, TV LAND, SPIKE TV, CMT, NOGGIN, MTV INTERNATIONAL and THE DIGITAL SUITE FROM MTV NETWORKS, a package of 12 digital services, all of which are trademarks of MTV Networks. MTV Networks also has licensing agreements, joint ventures, and syndication deals whereby all of its programming services can be seen worldwide.

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