



MOTOROLA AND MTV NETWORKS INTERNATIONAL LAUNCH *HEAD AND BODY*

**The First Originally Produced “Made For Mobile” Entertainment Series
To Be Distributed Globally**

LIBERTYVILLE and NEW YORK – October 20, 2005 – Motorola, Inc. (NYSE: MOT) and MTV Networks International, a unit of Viacom Inc. (NYSE: VIA and VIA.B), today introduces *Head and Body*, the first time an entertainment series especially created for the handset has been launched on a global scale. As the latest initiative to come out of their strategic marketing alliance, *Head and Body* follows in the tradition of Motorola’s groundbreaking technological innovation and MTV Networks International’s expertise in creating compelling content designed specifically for young people.

Head and Body is a series of eight short mobisodes that follow the comedic adventures of a character whose head is detached from his body. Shot in Tijuana and Los Angeles, the live action series follows the characters—i.e. his detached head and his body—and how they work together to attempt to meet women, keep fit and knock over as little as possible.

Starting today, the mobisodes will be disseminated through MTV Networks International’s mobile distribution channels and via Motorola’s web site, www.hellomoto.com, in markets across the Asia-Pacific, Latin America and Europe. In the United States, MTV Networks’ Comedy Central is also distributing the content. More information regarding local distribution is available at www.headandbody.com.

“By collaborating with MTV Networks International to create the *Head and Body* series, Motorola has redefined the way mobile content is developed for the third screen,” said Leslie Dance, Corporate Vice President of Global Marketing and Communications. “*Head and Body* is a unique and witty entertainment series that marks the future of mobile phone entertainment and programming.”

“MTVNI’s partnership with Motorola has reached a new level of creativity and innovation with the debut of *Head and Body*,” said Gideon Bierer, Senior Vice President, Digital Media, MTV Networks International. “The creation of this first-of-its-kind series has enabled us to pioneer

unique ways of storytelling and connecting with young people as they turn to the handset as an every day platform for entertainment.”

Head and Body was produced for MTV Networks International and Motorola by Jeff Labbé and Mike Folino at @radical.media. The original score was composed by Paul Westerberg (The Replacements).

About Motorola

Motorola pioneered mobile technology in the 1930s with car radios and public safety radio networks, the walkie-talkie in the 1940's and space-to earth communication for the Apollo program in the 1960s. In the 1980s, Motorola revolutionized personalized communications with the first commercial handheld cellular phone. Today, its new smart devices, networks, and software are making communications not just mobile, but seamless. Continuously redefining “the device formerly known as the cell phone,” Motorola also leads the industry in design, with award-winning products like the iconic RAZR. Motorola had sales of U.S. \$31.3 billion in 2004. For more information, please visit www.motorola.com.

About MTV Networks International

MTV Networks International includes the premiere multimedia entertainment brands MTV, VH1, Nickelodeon, TMF (The Music Factory), Paramount Comedy, VIVA, The Box, FLUX and Game One seen in 421.9 million households in 169 countries and 22 languages via 111 locally programmed and operated TV channels and 94 Web sites. The company's diverse holdings also include interests in television syndication, digital media, publishing, home video, radio, recorded music, licensing & merchandising and two feature film divisions, MTV Films and Nickelodeon Movies. MTV Networks is a unit of Viacom International Inc. (NYSE: VIA, VIA.B).

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Media Contacts:

MTV Networks International

Rob Hooper
Europe
+44 (0) 20 7478 6520
hooper.rob@mtvne.com

Kristi Gorman
North America
+1 212-846-6261
kristi.gorman@mtvn.com

Motorola

Monica Rohleder
North America
+1 847-606-1973
monica.rohleder@motorola.com

Allan Blair
Europe
+441256790723
allan.blair@motorola.com

Gustavo Wrobel
Latin and South America
+541143175239
gustavo.wrobel@motorola.com

Lena Goh
Southeast Asia/Africa/India/Australia
+6564863156
lena.goh@motorola.com

Mary Lamb
North Asia
+85229663717
mary.lamb@motorola.com

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