

**CMT ONE COUNTRY PARTNERS WITH COUNTRY MUSIC SUPERSTAR
DIERKS BENTLEY'S ANNUAL "MILES & MUSIC FOR KIDS"**

Children's Miracle Network Named Official CMT ONE COUNTRY Non-Profit Partner

NASHVILLE – June 3, 2009 – CMT ONE COUNTRY announces its newest non-profit partner, Children's Miracle Network, by joining forces with multi-platinum recording artist **Dierks Bentley** to bring his annual "Miles & Music For Kids" fundraiser nationwide. Expanding to six markets, "Miles & Music For Kids" events will take place in Nashville, Tenn.; Bentley's hometown of Phoenix, Ariz.; Seattle, Wa.; Atlanta, Ga.; Dallas, Texas and Chicago, Ill. in 2009 and 2010, with all proceeds benefiting Children's Miracle Network hospitals in those areas. This year's kick off event will be held at Nashville's Riverfront Park on Sunday, October 11 and will once again benefit the Monroe Carell Jr. Children's Hospital at Vanderbilt, a Children's Miracle Network hospital.

As part of CMT's involvement, "Miles & Music For Kids" and Children's Miracle Network will be promoted on all of its media channels – on-air, online at CMTONECOUNTRY.com and CMT.com and via radio.

"CMT ONE COUNTRY is proud to announce our new non-profit partner, Children's Miracle Network, with the help of one of country music's brightest stars, Dierks Bentley," says Lucia Folk, director of public affairs, CMT. "By partnering with Bentley and his already successful 'Miles & Music For Kids' franchise, we will be able to help raise awareness for this important organization on a national level, reinforcing our mission to encourage volunteerism on a local level."

"This event is something that I always look forward to every year because it really brings the Nashville music community together for a great cause," said Bentley. "CMT has generously offered to help us take it on the road to other communities and pledged to get behind us with an incredible amount of promotional support. There are so many children's hospitals in the Children's Miracle Network that need our help, and so we are going to go city by city and reach as many of them as we can together."

"Dierks has been a great supporter of Children's Hospital in Tennessee over the past several years," said Children's Miracle Network Chief Marketing Officer Craig Sorensen. "Now, with the addition of five other cities along with the tremendous benefit of having CMT ONE COUNTRY as a partner, his support will reach more of the 17 million children treated each year at Children's Miracle Network Hospitals. He'll be helping to make miracles happen for kids across the country."

Bentley's "Miles & Music For Kids" began in 2006 in Nashville as a motorcycle ride and concert event benefiting Children's Hospital at Vanderbilt. Since that time the event has raised more than half a million dollars. Events will follow the same successful formula as previous

events, including a motorcycle ride starting at a local dealership and following a specific route in each city, ending at a concert venue for a 2 - 3 hour concert featuring Bentley and friends. Past events have included performances by country superstars including Tim McGraw, John Rich, Jason Aldean, Jamey Johnson, and comedian Jeff Foxworthy, among others. Local event details will be announced by market at a later date.

Children's Miracle Network is an international non-profit organization that raises funds for more than 170 children's hospitals. Countless individuals, 90 organizations and 400 media partners unite with Children's Miracle Network hospitals to help sick and injured kids in local communities. Donations to Children's Miracle Network create miracles by funding medical care, research and education that saves and improves the lives of 17 million children each year. To learn more go to ChildrensMiracleNetwork.org.

CMT One Country, CMT's pro-social initiative, was launched in the fall of 2005 to promote civic participation and inspire CMT viewers to take action and bring about important change in their communities. CMT One Country partners include Feeding America (formerly America's Second Harvest), Boys & Girls Clubs of America, Habitat for Humanity, Hands On Network and the USO (United Service Organizations), along with new partner Children's Miracle Network. Led by Advisory Board members President Jimmy Carter, Maya Angelou and General Colin Powell, whose combined service to America is legendary, CMTONECOUNTRY.com aims to offer tools to help anyone start making a difference immediately. For more information visit CMTONECOUNTRY.com.

CMT, a unit of Viacom's MTV Networks (NYSE: VIA and VIA.B), is the leading television and digital authority on country music, reaching more than 88 million homes in the U.S. CMT and its website, CMT.com, offer an unparalleled mix of music, news, live concerts and series and is the top resource for country music on demand. The network's digital platforms include the 24-hour music channel, CMT Pure Country, CMT Mobile and CMT VOD.

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