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**CBS CORPORATION LAUNCHES "CBS VISION" A NEW RESEARCH
INITIATIVE TO EXPLORE CHANGES AND OPPORTUNITIES IN THE
MEDIA MARKETPLACE**

**DAVID F. POLTRACK TO SERVE AS PRESIDENT OF CBS VISION
AND AS EXECUTIVE VICE PRESIDENT, CHIEF RESEARCH OFFICER FOR
CBS CORPORATION**



**CBS VISION To Explore and Offer Insight on
Emerging Technologies, Media Consumption Patterns and Advertising Value**

**New Unit To Service All Divisions of CBS Corporation and Outside Clients and
Potential Partners**

CBS Corporation announced today the creation of CBS VISION, a new research unit designed to explore and offer insight on emerging technologies, media consumption patterns and advertising value in the media marketplace, and to share that knowledge with all CBS Corporation divisions as well as outside clients and potential partners. Also announced today was the appointment of David F. Poltrack to serve as President of CBS VISION and his promotion to Executive Vice President and Chief Research Officer for CBS Corporation. Additionally, top research officers from all CBS Corporation divisions will serve as members of an Operating Committee of CBS VISION. The announcements were made by Leslie Moonves, President and CEO, CBS Corporation.

"We are extremely excited to launch this new initiative -- CBS VISION is a strategic way for us to get ahead of all the new technologies and challenges that are facing our industry, and to share our knowledge and these opportunities with our clients and partners," Moonves said. "CBS has always been one of the most pro-active and aggressive companies in studying our audience and the landscape in which we compete -- David Poltrack and his team have led our industry's response to issues like DVR viewing and VOD opportunities, recognizing that these new platforms would only enhance broadcast TV viewing. I'm confident CBS VISION will continue to distinguish our research efforts while providing CBS and our partners with the information and analysis we need to continue to compete and win in our respective fields."

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"The media business is in a state of transition from the analog, linear model of the past to the digital, non-linear model that is rapidly approaching, and this transition presents new challenges to the advertising-supported businesses of CBS while opening up new opportunities in the developing direct-to-the-consumer media marketplace," said Poltrack. "The CBS research focus has always been on the consumer. CBS Television City, our state-of-the-art research facility in Las Vegas, and the CBS Entertainment Panel provide us with continual feedback from the public. With CBS VISION, we will expand upon these resources to support CBS decision makers as they navigate the emerging direct-to-the-consumer, on-demand market."

Continued Poltrack: "CBS VISION also will provide research and market intelligence to help the CBS businesses meet the challenges in their core advertising markets. This support will be designed to address the advertisers' growing demands for research documenting the efficacy of their advertising investments, providing guidance on how to use each medium most effectively and demonstrating how to best use these media in combination."

As part of today's announcement, Poltrack was named President of CBS Vision and promoted to Executive Vice President and Chief Research Officer for CBS Corporation. Most recently, and since 1994, he had served as Executive Vice President, Planning and Research for CBS Television. In his new role he will continue to oversee all research activities for the network, including audience measurement, market research, program testing and advertising research.

"David is the dean of television research -- he has distinguished himself to be the industry's foremost expert on ratings and analysis, and I'm very pleased to have him by my side guiding our company's efforts in this critical area," said Moonves. "He was one of the first to understand the significance of emerging technologies like DVRs and VOD, and has been instrumental in crafting our company's strategy as we tackle these new opportunities. There is no one who can match his expertise, uncanny grasp of trends and knowledge of how people consume media in this rapidly changing environment."

Poltrack joined CBS in 1969 as a Manager, Marketing Services, CBS Television Stations National Sales, and held various positions in the company. He is also an adjunct associate professor at New York University, where he teaches graduate courses in marketing at the Stern School of Business and a course on media and society in the Media Ecology program at the Steinhardt School of Education. Poltrack also teaches a course at the Columbia University Business School. He is the author of *Television Marketing: Network, Local and Cable* (McGraw-Hill, 1983). His articles are published in professional journals, including the *Journal of Advertising Research*, the *Journal of Psychology and Marketing* and the *European Broadcasting Union Review*.

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Poltrack is past chairman of the Media Rating Council (MRC), a trustee and a member of the executive committee of the Marketing Science Institute, past president of the Market Research Council, vice president of the Advertising Research Council and a member of the National Association of Television Arts and Sciences. He is past chairman of the Advertising Research Foundation, and a former member of the board of the International Radio and Television Foundation.

In 1994, he was the winner of the Hugh Malcolm Beville Jr. Award, presented by the National Association of Broadcasters (NAB) and the Broadcast Education Association in recognition of those who have made significant contributions to the design, use or understanding of broadcast audience research. (Beville was a major figure in the history of broadcast audience research.)

He is a graduate of the University of Notre Dame (B.A., magna cum laude, history) and New York University (M.B.A., marketing).

CBS Corporation (NYSE: CBS.A and CBS) is a mass media company with constituent parts that reach back to the beginnings of the broadcast industry, as well as newer businesses that operate on the leading edge of the media industry. The Company, through its many and varied operations, combines broad reach with well-positioned local businesses, all of which provide it with an extensive distribution network by which it serves audiences and advertisers in all 50 states and key international markets. It has operations in virtually every field of media and entertainment, including broadcast television (CBS and UPN), cable television (Showtime), local television (CBS Television Stations), television production and syndication (CBS Paramount Television and King World), radio (CBS Radio), advertising on out-of-home media (CBS Outdoor), publishing (Simon & Schuster), theme parks (Paramount Parks), digital media (CBS Digital Media Group and CSTV Networks) and consumer products (CBS Consumer Products). For more information, log on to www.cbscorporation.com.

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