



January 22, 2007

**CBS CORPORATION AND DIRECTV REACH EXPANSIVE SPORTS
PROGRAMMING AGREEMENT**

**Multi-Year Agreement Extends DIRECTV's NCAA MEGA MARCH MADNESS®
Package, The Exclusive National Television Source for CBS Sports
Coverage of NCAA® Out-Of-Market Games**

**CSTV Now Available to More DIRECTV Customers;
Expands Total Household Reach to More Than 20 Million**

NEW YORK -- DIRECTV and CBS Corporation today announced a multi-year agreement in which DIRECTV will continue to be the premier national television source for NCAA out-of-market games during CBS Sports' broadcast of the NCAA Division I Men's Basketball Championship.

DIRECTV customers purchasing the NCAA MEGA MARCH MADNESS® package will receive up to 37 out-of-market CBS-produced broadcasts, including those in High Definition, from the first three rounds of the championship. The package allows DIRECTV customers the opportunity to see all 64 games of the NCAA tournament. The programming on the satellite service will be supplemental to CBS's broadcast of the games, and marks an extension to a previous agreement the two companies have had over satellite broadcasts of NCAA games.

At the same time, DIRECTV announced that CBS's CSTV is now available to more than 8 million DIRECTV customers. CSTV, the experts in college sports and leading provider of college sports across multiple media platforms, now has a total household reach of more than 20 million homes nationally. DIRECTV was CSTV's first affiliate.

"From its inception, exclusive sports programming has set DIRECTV apart as the leading multi-channel provider of the world's most important and exciting sporting events," said Chase Carey, President and CEO, DIRECTV, Inc. "The NCAA Men's Basketball Championship is one of those unique events that captures the attention of sports fans throughout the country and DIRECTV will bring our customers every upset, buzzer beater and Cinderella story."

"We continue to monetize our content across many of our programming genres, including Sports, and this latest agreement with our partners at DIRECTV is yet another example," said Leslie Moonves, President and CEO, CBS Corporation. "We're not only generating new revenues through the NCAA satellite package, but by offering CSTV to more than 8 million DIRECTV customers, we've significantly expanded its reach."

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"I'm very pleased to extend our agreement with DIRECTV over the transmission of out-of-market NCAA games, and making CSTV available to more DIRECTV customers," said Sean McManus, President, CBS News and Sports. "DIRECTV has been a superb partner in providing satellite carriage of the NCAA championship, which has become an important component to our overall coverage, and we look forward to working with them for many more years to come."

"We're significantly increasing our household reach with CSTV and gaining exposure to millions more TV viewers," said Brian Bedol, President, CSTV. "In just the past year we've made important strides in increasing our carriage with the nation's cable and satellite providers, and that's helped us develop a very strong audience of college sports fans from coast to coast."

CSTV, the first company dedicated exclusively to covering college athletics, broadcasts hundreds of live events each year, televising regular-season and championship events for 35 men's and women's college sports. CSTV is the primary rights holder for the Mountain West Conference, the Atlantic 10 Conference, Conference USA as well as Navy athletics, plus features games and events from the Big Ten, SEC, Big 12, and nearly a dozen other conferences. The network also produces live studio shows, documentaries and reality programming. In addition, the network created the Collegiate Nationals, which crowns the champion in several extreme and emerging college sports such as snowboarding, wakeboarding and triathlon.

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 The CW -- a joint venture between CBS Corporation and Warner Bros. Entertainment), cable television (Showtime and CSTV Networks), local television (CBS Television Stations), television production and syndication (CBS Paramount Network Television and CBS Television Distribution), radio (CBS Radio), advertising on out-of-home media (CBS Outdoor), publishing (Simon & Schuster), interactive media (CBS Interactive), music (CBS Records), and consumer products (CBS Consumer Products). For more information, log on to www.cbscorporation.com.

DIRECTV, Inc., the nation's leading satellite television service provider, presents the finest television experience available to more than 15.6 million customers through exclusive content, industry-leading customer service (which has surpassed cable for six years running) and superior technologies. Each day, DIRECTV subscribers enjoy over 250 channels of 100% digital picture and sound; exclusive programming and the most comprehensive collection of sports programming available anywhere including NFL SUNDAY TICKET™, and MLB EXTRA INNINGS™. DIRECTV (NYSE:DTV) also leads the digital television technology revolution with exclusives such as NFL SUNDAY TICKET SuperFan™, US Open Interactive and YES Network Interactive and will soon have the capacity to offer over 150 channels in HD. For the most up-to-date information on the Company, please visit directv.com.

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The NCAA is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletic opportunities for more than 380,000 student-athletes at more than 1,000 member colleges and universities. Each year, more than 49,000 student-athletes compete in NCAA Championships in Division I, II and III sports. For more information, go to www.ncaa.org.

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