



Showtime Networks And MeeVee Team To Promote New Fall Programming
Personalized video search and personalization capabilities generate highly targeted advertising opportunities for programmers

Burlingame, CA, September 19, 2005 – MeeVee, the premier developer of personalized television search and recommendation engines for consumers, today announced an integrated marketing campaign with Showtime Networks Inc. The collaboration will provide cutting edge program promotion content for the recently launched MeeVee.com website, and build audience awareness for SHOWTIME’s new comedy series *Weeds* and *Barbershop: The Series*, and for *Showtime Boxing* events.

SHOWTIME will promote the new programs via the MeeVee.com website, with video clips, trailers and other added-value content to attract new viewers to their programming. In addition, MeeVee will receive SHOWTIME programming metadata, which provides a deeper look into show content and will enable MeeVee to provide more detailed show information for interested viewers that visit the MeeVee.com website. In an effort to further SHOWTIME’s reach with television enthusiasts, MeeVee will also feature SHOWTIME in its premium video advertising inventory and create co-sponsored ads that will run on third-party web sites.

“We are always looking for compelling new ways to reach viewers and get them to sample the terrific new programming SHOWTIME offers” stated Robert Hayes, Senior Vice President of New Media, Showtime Networks Inc. “MeeVee gives us an excellent opportunity to speak to television enthusiasts and build awareness for the SHOWTIME brand.”

In addition to SHOWTIME, more than 300 strategic media partners currently provide content to MeeVee.com. By leveraging comprehensive listing and video assets, MeeVee is able to extend consumers’ access to the specific programming information they need to make viewing decisions based on their unique interests. TV network partners benefit from new opportunities to promote and cross sell their programming content to targeted audiences.

“MeeVee’s relationship with SHOWTIME demonstrates the opportunity our unique search and discovery service offers to both television networks and consumers,” said Matthew Cullen, Vice President of Affiliate Sales for MeeVee. “As traffic to our site continues to increase at a rapid pace, we look forward to working with programmers like SHOWTIME, to add to our arsenal of innovative advertising opportunities, while securing highly qualified leads that continue to drive premium subscriptions and rating results.”

Built based on an award-winning personalized navigation system and intellectual property, MeeVee’s patented metadata generation technology organizes television programming content in a way that offers consumers a smarter, easier way to navigate their viewing experience. By leveraging the MeeVee.com service, viewers can search all television programming databases, in real-time, by keyword, program, actor, or topic that most closely matches their interests, to find content of interest to them. MeeVee’s robust video programming search and personalized recommendation engine connects directly to programming production systems and can be offered to consumers on multiple platforms and devices including PCs, Internet, cable and satellite set-top boxes, DVRs, PDAs and mobile phones.

About MeeVee

MeeVee Inc., a privately held company, is the premier developer of personalized search and recommendation engines for television and video programming. Founded in January 2000 in Burlingame, California, by broadcast and media industry veterans, MeeVee investors include WaldenVC, Rothchild Ventures, and Defta Partners. MeeVee offers a unique combination of customized programming listings, TV planning and personal recommendation tools. MeeVee's patented metadata generation technology provides consumers a smarter and easier way to navigate the growing universe of programming data. For more details, go to www.meevee.com.

About Showtime

Showtime Networks Inc. (SNI), which is a wholly owned subsidiary of Viacom Inc., owns the premium television networks SHOWTIME(R), THE MOVIE CHANNEL(TM) and FLIX(R), as well as the multiplex channels SHOWTIME(R) TOO(TM), SHOWTIME(R) SHOWCASE, SHOWTIME EXTREME(R), SHOWTIME BEYOND(R), SHOWTIME NEXT(R), SHOWTIME WOMEN(R), SHOWTIME FAMILYZONE(R) and TMC xtra. SNI also offers SHOWTIME HD(R), THE MOVIE CHANNEL HD(R), SHOWTIME ON DEMAND(R) and THE MOVIE CHANNEL ON DEMAND(TM). SNI also is an owner of the premium television network SUNDANCE CHANNEL(R), which is a venture between NBC Universal, Robert Redford, and Showtime Networks Inc. All SNI feeds provide enhanced sound using Dolby Digital 5.1. SNI markets and distributes sports and entertainment events for exhibition to subscribers on a pay-per-view basis through SHOWTIME(R) PPV. Additionally, the advertiser-supported television network SHOWTIME is available in Turkey through a joint venture with UK-based Zone Vision.

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